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NBC
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NEW YORK [unclear] [unclear] [unclear]

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Surveyed Facts PROVE Dominance!

- ★ WXEX-TV is your best buy—by far—to cover the whole Richmond TV area. A 35-county Grade B area survey made by ARB proved conclusively:
- ★ WXEX-TV leads any other Richmond station in total area rating points by 33 $\frac{1}{3}$ %.
- ★ WXEX-TV leads any other Richmond area station in more quarter hours by 33 $\frac{1}{3}$ %.
- ★ WXEX-TV leads any other Richmond area station in total share of audience.

Don't project urban ratings to the Grade B set count. You get faulty cost-per-thousand figures. Use the facts in the ARB area study. Get them in full from Select, Forjoe or WXEX-TV.

WXEX-TV

NBC BASIC—CHANNEL 8

Tom Tinsley, President

Irvin G. Abeloff, Vice-Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.

Forjoe & Co. in Chicago Seattle San Francisco Los Angeles, Dallas, Atlanta

TV DOMINATES SPENDING BY TOP 100 CLIENTS

45 of the top 100 advertisers spend over 50% of their ad budgets on television. Newspapers dominant medium for only six, and magazines for nine

Page 29

Must industries soft-pedal group selling?

Page 32

How to save money on tv commercials

Page 36

Radio Basics: spot spending, network clients

Page 41

The High and the Mighty...

There are 171 cities in Wisconsin. Exactly 1/3 or 57 of them are "Our Cities" regularly serviced by WFRV-TV.

Wisconsin has 22 cities, 10,000 to 39,000 population. Exactly one half or 11 of them are inside our circle.

Wisconsin has 8 cities, 39,000 to 150,000. *Three* are WFRV-TV cities. The others are widely scattered across the state.

The WFRV-TV market includes the well known industrial cities of Green Bay, Appleton, Oshkosh, Fond du Lac, Manitowoc, Sheboygan, Neenah, Menasha. The Fabulous Fox River Valley of the Industrial Giants.

Famous for its concentration of huge nationally advertising manufacturing, the WFRV-TV country also has more than 50,000 farms, more than 75% with TV sets, and a gross cash farm income of \$317,013,600.

This is the MIGHTY station in this MIGHTY market doing a MIGHTY big job with the HIGH tower. 1165 feet above average terrain, the highest antenna in a 5-state area.

Lowest Cost per 1000 TV Homes.

Lowest Cost per 1000 People.

Lowest Cost per \$1000 Purchasing Power.

IN SELECTING MARKETS... COMPARE MARKETS

with these WFRV-TV figures

357,340 TV Homes

Authority: Television Magazine April, 1957.

- More Than A Million Population
- More Than A Billion Retail Sales

Basic ABC
plus CBS

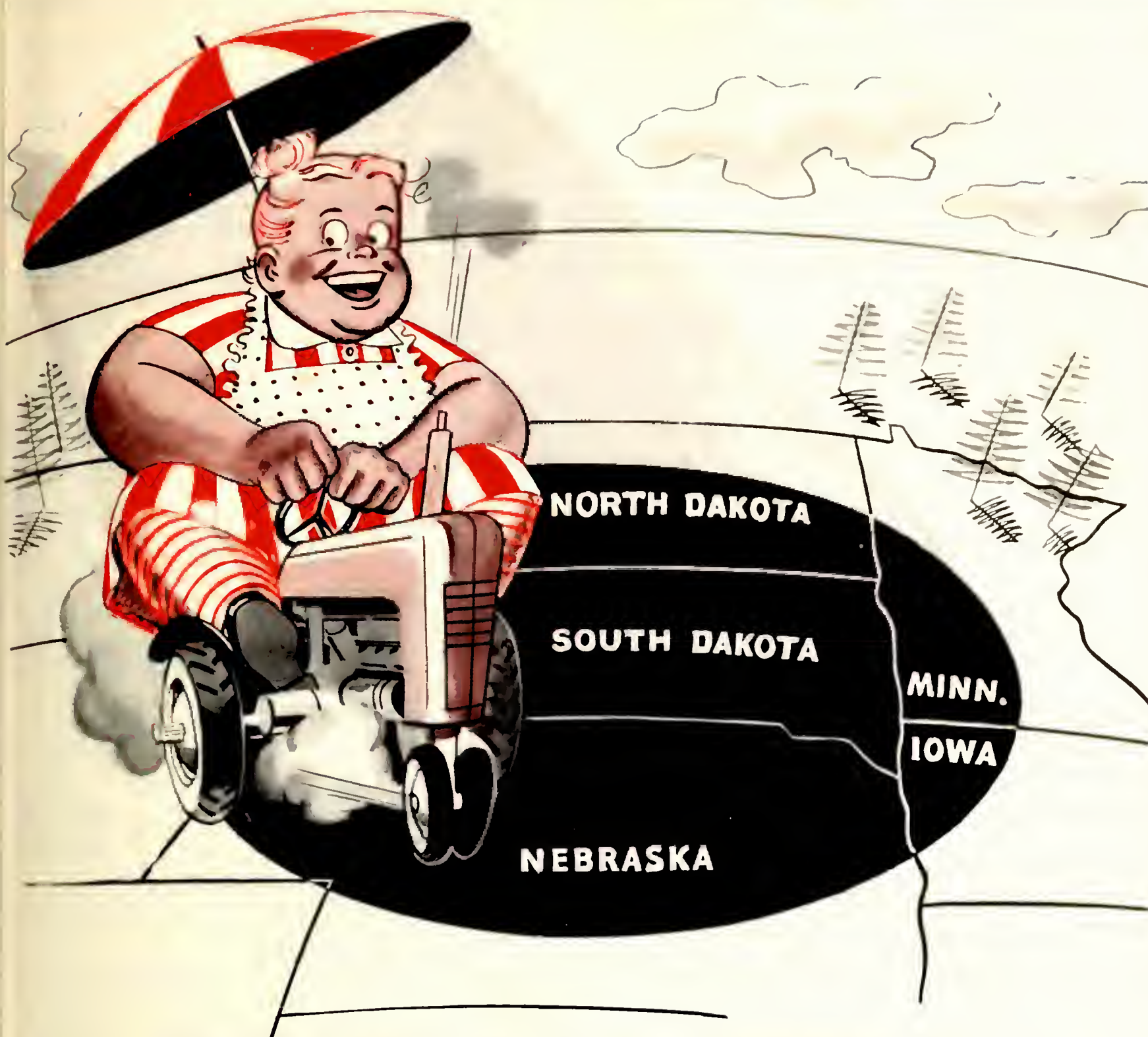
WFRV-TV

GREEN BAY, WISCONSIN

From the Wonderful Fox River Valley to 1/3 of the State of Wisconsin

HEADLEY-REED TV
has the eye-opening
story.

Soren H. Munkhof, Exec. V.P. & Gen. Mgr.



there are **175** counties and over **600,000** radio homes under Big Aggie's Umbrella *

That's a sizable chunk of these United States and a mighty important market. Over two million people live under Big Aggie's umbrella. The last time anyone counted the dollars they spend, it amounted to 2.8 billion a year.

Where do they spend it? Let's look to Big Aggie for that answer. For the vast expanse of Big Aggie Land is defined by the power of one radio station—WNAX-570. 80% of Big Aggie's 609,590 radio families tune to WNAX-570 three

to seven times a week. That's 66.4% share of audience. It's a safe bet that these prosperous people spend a good amount on products advertised on WNAX-570.

Yes, Big Aggie Land is an important market. And nothing covers it all—delivers it all—except WNAX-570.

Ask your Katz man for details.
1956 Nielsen Coverage Service



BIG AGGIE LAND



35th ANNIVERSARY OF WNAX — 1922 - 1957

WNAX-570

Yankton, South Dakota
CBS Radio.

A Cowles Station.
Don D. Sullivan, General Manager.

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

Tv dominates spending by top 100 clients

- 29** Some 45 of top 100 1956 clients spent over 50% of four-media ad budget in tv. Newspapers are dominant media of six; magazines, nine

Can an association sell hard?

- 32** American Dairy Association shifts tv network gears from Como to Disney, adds weekday radio saturation; 1957 broadcast budget nears \$3 million

Where does the money go?

- 36** How advertisers can save money through producing several tv commercials as unit is demonstrated with step-by-step production cost breakdown

Radio hatches a nest egg

- 39** Elite Chicks of Iowa has sold over 500,000 birds in the first four months of 1957. Owner Vance McCray says credit for 90% of sales goes to WMT

Radio Basics/June

- 41** The second monthly Radio Basics section features spot radio spending by industry categories and the current list of network radio advertisers

FEATURES

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In Upcoming Issues

Don McGannon of Westinghouse

Lawyer-president of WBC stations, a leader in programing, promotion and sales concepts, analyzes station operation today

Beneficial Finance Co.

This spot radio client's agency has developed an unusual traveling set-up for local office advertising support and coordination

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Elaine Couper Glenn

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Copyright 1957

Sponsor Publications Inc.

LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . .

Weekly and Daily Daytime Circulation;

Weekly and Daily Nighttime Circulation.

WOC-TV COVERAGE DATA —

Population	1,583,800
Families	489,700
Retail Sales	1,934,984,000
Effective buying Income	2,686,413,000
Source	1957 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO- Radio-Des Moines

The Quint-Cities Station
—Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.



Col. B. J. Palmer,
President
Ernest C. Sanders,
Res. Mgr.
Mark Wodlinger,
Res. Sales Manager
PETERS, GRIFFIN,
WOODWARD, INC.
EXCLUSIVE
NATIONAL
REPRESENTATIVE

NEWSMAKER of the week

*This week admen were still struggling to digest—and interpret—the Celler committee report on the tv industry (see *Washington Week* 15 June). Is the report so much wordage to be duly entered in the records or will it lead to tangible action? To get perspective, SPONSOR went to Rep. Emanuel Celler (D., N.Y.) for this exclusive interview.*

The newsmaker: Rep. Celler conceded to SPONSOR that many times in the past reports of Congressional committees have been forgotten as quickly as they were issued. "But we will not allow our report to hang in mid-air and gather dust," he told SPONSOR. The committee, he said, will keep a steady eye on developments "to see that our recommendations are carried out."

These are among key recommendations for which Celler will maintain unrelenting pressure:

1. That the FCC consider amending the option time rule.
2. That the FCC consider a rule prohibiting "must buy" requirements in network station lineups.
3. That the Dept. of Justice continue its study to determine whether the networks tie sale of time to the sale of network-controlled programs.

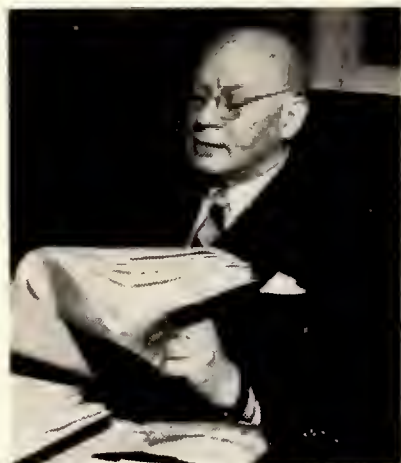
One of the puzzlers for admen in the Celler committee report was this statement: "Without detracting from the services rendered by an agency, the probabilities would suggest that some advertisers at least are, or could be, equipped to perform a number of agency services and thus effect considerable saving in their tv advertising budgets."

The committee recommended that the Dept. of Justice seek to determine whether use of agencies results from voluntary choice of networks and advertisers or whether there is an understanding between agencies and networks "that network time will be sold only to an agency and not directly to a sponsor."

What's unusual is that the committee single out television for question on the granting of commissions to agencies only when the practice is standard for all media—and it is not possible for advertisers to save commissions by buying direct in any national medium.

Celler's own diagnosis as expressed to SPONSOR: His hearings have uncovered "clear indications" of a "tendency" toward collusion between the networks and agencies.

Celler conceded to SPONSOR that he did not know what the full story is in agency-network relations. But, he insisted, the hearings had produced enough evidence to warrant Justice investigation. ■



Rep. Emanuel Celler

MOST

at the Chicago Federated Advertising Club Awards Banquet...

were WMAQ and WNBQ, the two stations that were honored with more awards than any other broadcasting operation in Chicago!

Possibly the most cherished award of all was the one to WMAQ and its news staff. It is well-earned recognition for WMAQ's superior effort in bringing to Chicago timely and informed reports, right around the clock.

The CFAC awards, four each to WMAQ and WNBQ, are significant because they come from advertising professionals, representatives of the Midwest's leading advertisers and agencies. Their selection of WMAQ and WNBQ implies a sound endorsement of the stations' programming... and the commercial impact of that programming.

These awards offer further proof of WMAQ and WNBQ's broadcasting leadership—the kind of leadership that means greater rewards for the audiences and advertisers in Chicago.

WMAQ-WNBQ, Chicago

SOLD BY  SPOT SALES

WMAQ Awards: WMAQ News Department—Best General News Coverage of any station; "Wed Howard"—Best Jockey (Tie); "Virginia Marmaduke"—Women's Show; "Promenade Concert"—Best Local Music Show.

WNBQ Awards: "Clint Youle"—Weather Program; "City Desk"—Commentary Program; "Club 60"—network musical and variety program; Chicago; Station WNBQ—Special award for contribution to the welfare of community in the religious field.

HONORED GUESTS





There's more to Florida!

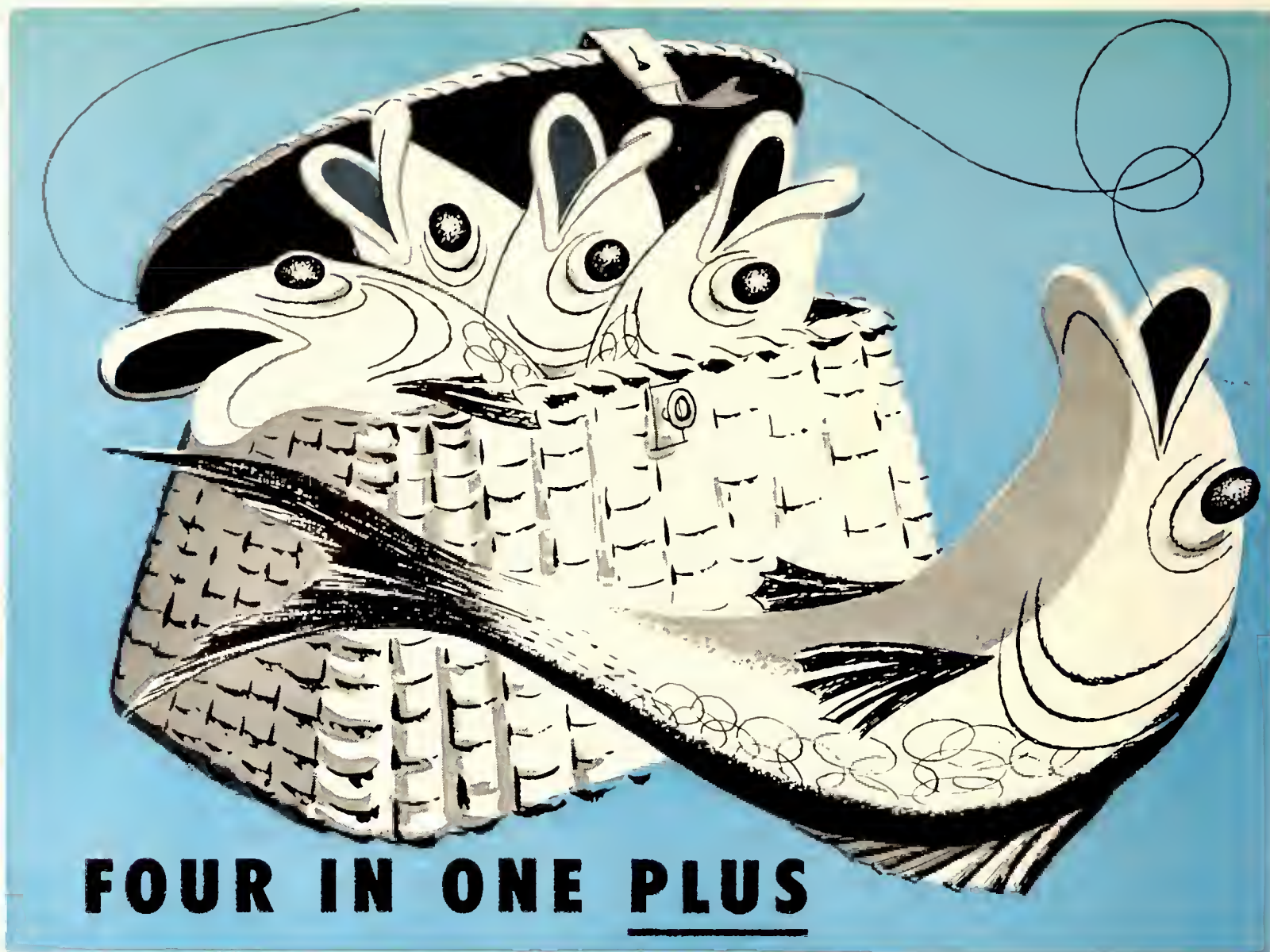
Imposing is the record \$1,200,000,000 spent by Florida's sun-worshipping visitors last year. But bigger by far today is the ever-expanding spending power of Florida's year-round residents.

***There's Jacksonville, for instance**... mainspring of a dynamic \$1,775,521,000 market where population has jumped 20%, food sales 86%, drug sales 102% since 1950. Total retail sales are up 90%... a rate of increase 78% above the national level!*

***and WMBR-TV** provides advertisers a golden opportunity to grow with the market. For WMBR-TV's year-in, year-out dominance of the territory is unquestioned. Inside metropolitan Jacksonville, WMBR-TV delivers almost five times the audience of its competition, with the largest number of viewers in every quarter-hour of the week, from 8 a.m. to midnight. And that's only part of the picture. In all, powerful WMBR-TV covers a market totaling 67 northern Florida and southern Georgia counties... 291,000 television families who have made WMBR-TV an eleven-to-one favorite over any other station!*

Sources: Sales Management Survey of Buying Power, ARB, NCS #2 updated

Channel 4, Jacksonville — **WMBR-TV**
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales



FOUR IN ONE PLUS

This one television station delivers four
standard metropolitan area markets plus

- 917,320 TV sets
- 1,015,655 families
- 3½ million people
- \$3¾ billion retail sales
- \$6¼ billion annual income

WGAL-TV

LANCASTER, PENNA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

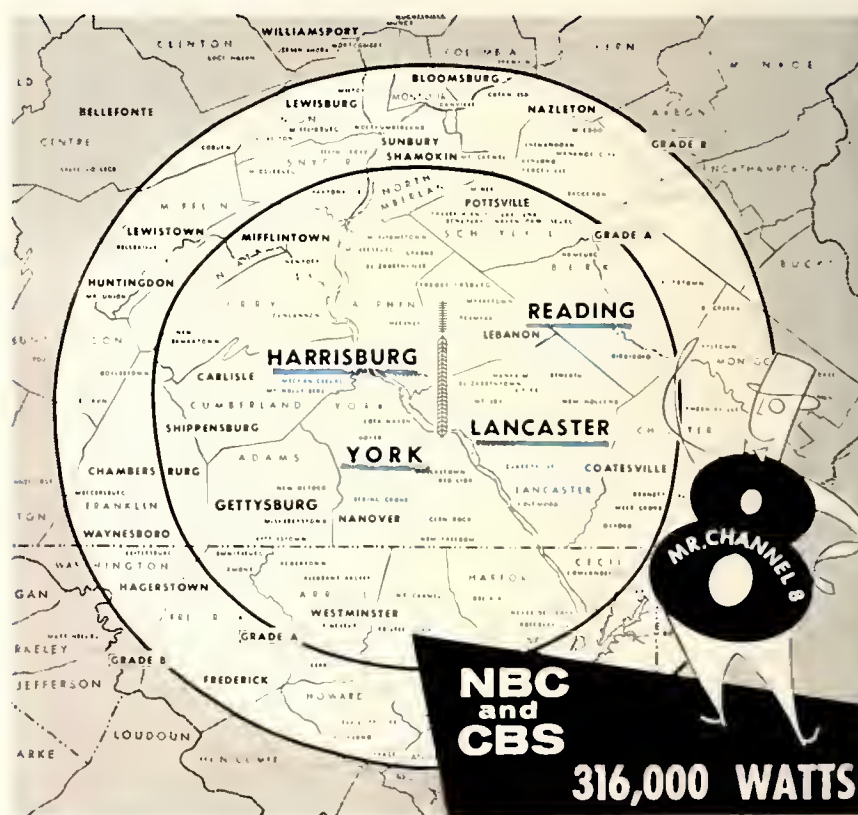
Representative:

The MEEKER Company, Inc.

New York
Los Angeles

Chicago
San Francisco

CHANNEL 8 MULTI-CITY MARKET



NBC
and
CBS

316,000 WATTS

SPONSOR-SCOPE

22 JUNE
Copyright 1957
SPONSOR PUBLICATIONS INC.

Do tv spectaculars and specials increase the total audience, or do they merely rob Peter to pay Paul?

Agencies and sponsors long have kicked this problem around because of its obvious competitive implications.

This week NBC TV compiled a clue for SPONSOR-SCOPE. It indicates that the total audience does expand in varying degrees when a special goes on. Here is the picture —make of it what you will:

	TUNE-IN WK. BEFORE	TUNE-IN DURING SPECIAL	TUNE-IN WK. AFTER	DIFFERENCE OVER AVG.
Peter Pan	64.8%	74.7%	60.4%	+15%
Jack & Beanstalk	66.4	71.3	66.0	+11
Cinderella	62.3	70.3	65.5	+13
Entertainment '55	62.7	66.2	61.8	+ 6
Ford Star Jubilee	51.0	61.8	57.9	+21

The deal fell through this week, but it nevertheless was an ominous straw in the wind: Co-sponsorship of an alternate-week sponsorship.

One serious question the proposition raised: Would the principal sponsor be agreeable to giving a cross-plug to next week's two sponsors?

Proof that the Colgate Theatre (which uses the MGM library exclusively on KTTV, L.A.) is a whopping success: Colgate has renewed the series for the fall - even though it's still hazy about its network setup for the coming season.

The KTTV renewal is for 39 weeks, after a 12-week hiatus. There will be some reruns on the theory that they will be playing to a substantially new audience.

Only other sector of the air media that knows where it stands with Colgate is CBS Radio: All 20 of the Colgate segments on that network have been renewed.

It's just about axiomatic that the big keep getting bigger. So—as you might suspect—the real market for network tv film showings is concentrated in fewer and fewer hands.

SPONSOR-SCOPE this week analyzed the agency connections for 60 half-hours of tv film scheduled on the networks for the fall. Almost 70% of the time involved will be administered by just 10 agencies:

AGENCY	NO. FILM SHOWS	TOTAL ½ HRS. PER WK.
Young & Rubicam	14	7½
Dancer-Fitzgerald-Sample	13	6½
J. Walter Thompson	8	6
BBDO	8	5
Benton & Bowles	7	3½
William Esty	5	3
McCann-Erickson	3	2½
Compton	3	2½
SSCB	3	2½
Ted Bates	3	2
	67	41

(Source: 1 June SPONSOR, page 36.)

Your grocery advertising stands to gain from a sophisticated super market accounting concept advanced in studies at Harvard and New York University.

This is the basic thesis:

- What really makes or breaks a super market is the **profit per square foot**.
- But this picture today is **obscured by the old habit of prescribing markup by volume rather than the space occupied** item by item. It's a hangover from the bulk-goods era.
- On a space-accounting basis, it stands to reason that **the pre-sold, branded merchandise is the hands-down winner**.
- Ergo, any changeover to this kind of thinking implies not only a **stepup in advertising, but also a change in margins**. For example, it might be good strategy to trim margins somewhat in favor of more advertising. Long-run it would pay off.

Want to know **how many outlets will be needed in 1960 to do 70% of all food sales?** Marketers say **20,000**.

Going backward, today 37,000 outlets account for 70% of food store sales, as against 50,000 in 1954 and 112,000 in 1939.

Remington Rand, which spends around \$6 million a year in tv, has taken over the sales leadership in the electric shaver field from Schick.

Another interesting sidelight: Norelco, which is about to introduce its own sales force, is coming up fast and threatens to nudge Sunbeam out of third place.

The electric shaver, one of the businesses notably catapulted into the big-time by tv, is headed for a **7,500,000-market in 1957**—five times the figure of five years ago.

For the package goods manufacturer—especially with a new product—the use of the various weapons in the tv arsenal has taken on an almost fixed pattern.

The usual sequence is this:

- 1) When informed that a lot of advertising weight will be put in his favor via spot tv, **the dealer loads up on the product**.
- 2) As a result of this particular tv pressure, **the product moves and the dealer reorders**.

The manufacturer then often looks to his **network show** to do the job for the balance of the year.

McCann-Erickson has come up with a new approach for testing a product on tv.

Dr. Jay Niefelt, of media research and advocate of the new approach, thinks that the conventional system of testing by cities is not so efficient as **pinpoint testing in regions that represent the best target for the product**.

Dr. Niefelt told SPONSOR-SCOPE this week: "The most logical way to direct a tv test for a product is to find the greatest concentration of consumers that are likely prospects and work on that area. That's in contrast with what you might call the old shotgun method of simply banging away at a lot of cities."

According to a Nielsen analysis of tv network program changes, **the number of sponsored shows on the air each spring has become progressively smaller**.

The trend: March 1955, 139 shows; March 1956, 136 shows; and March 1957, 132 shows.

(See SPONSOR's Fall Facts issue, 20 July, for chart showing number of shows canceled and added during various periods from fall of 1954 to March 1957.)

This week a real believe-it-or-not hit the trade—in spades:

- 1) One of the radio networks was forced to put out the SRO sign, and
- 2) The sponsor thereupon promptly wooed spot.

DuPont's Zerex was the product involved.

BBDO made a bid for a chunk of NBC's Monitor, starting in the fall. It ran into a full-up schedule and decided, with the client's approval, to switch to spot radio. The campaign will spread over every state in the union except Florida.

DuPont's other anti-freeze, Zerone, previously had been set with ABC Radio.

NBC Radio also is polishing up another SRO sign—on drug products.

In the process of negotiation this week is a contract with a major drug manufacturer—estimated billings, around \$1 million—and once this account is in the house no more drug products will be accepted. The network now is running about 80 drug spots a week.

This is turning out to be the healthiest summer for radio since the medium started on its comeback trail.

Spot continues hotter than the thermometer. Meantime CBS Radio reports that even though there are some vacancies in the afternoon billings are running way ahead of last summer's.

Both CBS and NBC Radio business levels have been supported this summer by (1) far fewer cancellations than had been anticipated, and (2) a flock of seasonal accounts darting in with four- to eight-week campaigns.

Decision makers should find this sidelight on nighttime radio quite provocative:

A study conducted by Pulse for Peters, Griffin, Woodward, Inc., shows that for the rates now in effect an advertiser buying nighttime radio (between 6 and 10 p.m.) gets 9.6% more families than between 6:30 and 9 a.m. He also gets essentially the same audience composition.

Though the survey was limited to the 23 radio markets represented by PGW, the firm thinks the figures are a strong clue to what's happening all over.

A problem you hear more and more timebuyers grumbling about: Stations failing to note in their affidavits the exact time announcements were broadcast.

A major agency this week told SPONSOR-SCOPE it is refusing to pay radio stations that neglect to specify all broadcast times, even though floating schedules are involved.

Said this agency's timebuyer: "We'd rather not get tough, but our clients are entitled not only to information about specific time but, if he elects, the station's log for a half hour on either side to see how much product protection he got."

ARB has devised a service to counter the "rating week" hypo.

There's no stopping a station from loading a "rating week" with attention-getting gimmicks, but competitors can offset this by buying ARB's new four-week rating.

These additional weeks of research will be available in individual markets on advance order.

Media buyers this week got program presentations from a couple of the non-regular networks:

PAT WEAVER NETWORK: An hour-and-a-half of dance music from the Aragon Ballroom, Chicago, over 14 stations between New York and Minneapolis, Saturday nights. Price per half hour (time and talent): \$15,000. Estimated cost-per-1,000: \$3.57.

NTA FILM NETWORK: Three one-minute participations on three half-hour tv films over 110 stations at \$65,000 per week (time and talent). Estimated cost-per-1,000, based on an average of 16.2 million homes: \$4.

Benton & Bowles has scored a major coup for General Foods by persuading the majority of the stations carrying Maxwell House Instant Coffee I.D.'s to accept Bristol-Myers as an alternate sponsor.

Several agencies protested to reps about the situation, but the dual-client deal stands. It does this:

- 1) Commits General Foods to sponsor I.D.'s for 36 out of 52 weeks.
- 2) Permits Bristol-Myers to move into the open spots for three- or four-week flights, totaling 16 weeks.
- 3) Requires each of the advertisers to issue separate contracts and accept separate discounts.

The orders add up to an annual expenditure of \$3.6 million by General Foods and \$1.6 million by Bristol-Myers.

In a letter to the stations involved, B&B stated that there was nothing illegal or unfair about the proposition and explained that it was acting on a "special television assignment from Bristol-Myers."

(See 15 June SPONSOR-SCOPE, page 9, for earlier reaction to this move to introduce alternate sponsorship in spot tv on a massive scale.)

General Foods' arrangement may be a mild form of time brokerage, but there's nothing in it that might draw even so much as a glance from the FCC.

That's what several leading lawyers who practice before the FCC told SPONSOR-SCOPE this week.

They feel the FCC would deem it bad policy only if the stations delegated their programing or other responsibilities along with the sale of time.

P&G will go on cherishing its soap operas during the coming tv season.

Even with the cutback of 10 quarter hours a week, P&G still will spend around \$2.8 million for serials on CBS TV. An additional \$2.7 million will go into production.

P&G's other daytime tv network commitment: Five half-hours a week on NBC, estimated to run around \$1.250,000 for the year.

Reps are keeping their fingers crossed over the balance of the big chunk of tv spot business that P&G recently placed.

P&G last week canceled the Tide section of the orders before the campaign really got rolling. In all, the Tide spots will run seven to eight weeks.

Other brands placed at the time: Comet. Prell. Zest.

Take it from Chicago FCB's Genevieve Lemper, tv moves so fast and has become so complex that it's getting most difficult for an agency to train people as they should be trained.

Miss Lemper this week described in an interview with SPONSOR how every transaction now takes much more time than it used to, and involves an incredible amount of paperwork.

Cited as headache inducers: (1) multiple agencies, (2) multiple products, (3) whether to co-sponsor or alternate-sponsor, and (4) how to match up your client's market needs with the station lineup required by your fellow sponsor.

Flav-R Straw, exclusively a spot tv baby, wound up its first year of operation with a gross of \$9.5 million.

Its tv expenditures for the year: \$2.5 million.

For other news coverage in this issue, see Newsmaker of the Week, page 4; New and Renew, page 48; Spot Buys, page 49; News and Idea Wrap-Up, page 54; Washington Week, page 65; SPONSOR Hears, page 68; and Tv and Radio Newsmakers, page 75.



pioneer
in radio and
television and
still Houston's
most modern
facility!



Recent modernization includes new radio transmitter, new radio tower system and increase in operating space to 50,000 square feet.

Thirty-two years ago the selection of a Houston radio station was relatively simple. There was only one . . . KPRC. Eight years ago the selection of a Houston television station was relatively simple. There was only one . . . KPRC. Pioneering in broadcast media has been a welcomed opportunity for KPRC management since 1925. KPRC has grown, progressed and modernized; keeping pace through the years. Today there is only one completely modern radio and television facility in Houston . . . KPRC, offering the finest broadcast service in the South and Southwest. Radio 950 Kilocycles. Television Channel 2.

KPRC

Jack Harris, Vice President and General Manager • Edward Petry & Co., National Representatives • Jack McGrew, National Sales Manager



NO MORE

Bobby Hackett and his jazz combo

ST. LOUIS BLUES

*They're singing out the happy news in St. Louis —
KTVI, now VHF, has become ABC-TV's exclusive outlet.*

There's music with an upbeat for St. Louis viewers, who,
come September, will see *all* the ABC-TV shows,
in proper program sequence, on one VHF channel.

It's music with a beckoning beat for advertisers, who
can now cover this multimillion-dollar market
with strictly competitive KTVI . . . ABC-TV in St. Louis.

Now St. Louis joins San Antonio, Omaha and Norfolk —
all top-market, primary stations in the ABC-TV line-up.
Boston, New Orleans, Pittsburgh and others
are due this coming season.

Among the exciting people ABC-TV is presenting
this fall are Frank Sinatra, Guy Mitchell and Pat Boone.
They aren't likely to cause the blues to be sung in St. Louis
— or anywhere else.



CASE HISTORY - WOMEN'S WEAR



SALLY IS 19 THIS SUMMER. A beautiful and healthy 19, thank to the tender, loving care of her folks, The Zuckerman Family of Los Angeles, and the solid nutrition of Southern California radio advertising.

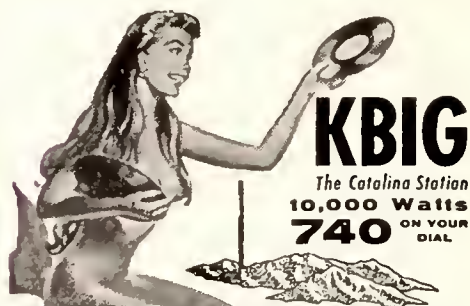
THE ZUCKERMAN'S founded the Sally Shops in 1938, to bring high fashion to women in their own residential neighborhoods, at popular prices.

STARTING WITH ONE STORE, Sally has grown to 15 throughout Los Angeles, San Bernardino and Ventura counties. Sally radio advertising has increased every year and so have Sally sales.

"RADIO GETS OVER 90% of our year-round ad budget" says partner and ad manager Marvin Zuckerman. "We use five stations 52 weeks, with direct mail and newspapers supplementing them for special events."

WRITES JOHN BAINBRIDGE, account executive, Tilds & Cantz Advertising Agency: "Our three-year-old morning newscast, daily jingles and weekend programs on KBIG make The Catalina Station an ideal day-after-day selling tool of Sally merchandising. KBIG gives us the *quantity* of a signal covering all our stores, plus the *quality* of a top-notch award-winning program and news department."

YOUR WEED MAN is a prime source of other case histories to help your Southern California advertising decisions.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOLLYWOOD 3-3205
Nat. Rep. WEED and Company

Timebuyers at work

Penelope Simmons, Foote, Cone & Belding, New York, timebuyer for Imperial, Sprezz and Clairol, makes this happy lament of phone calls, mails, salesmen, cost-per-1,000 and cocktail parties:

*A typical day each buyer
will agree*

*Proves that the bee has nothing
on you and me.*

*The innocent phone can become
friend or foe*

*But most of the time it just
adds to our woe.*

*The mail is in with a batch
of new avails*

*And salesmen are waiting to
tell you their tales.*

*Time out to see station men
whose help we need*

*Time usually well spent I
think we all agree.*

*The budgets we do from Plan A to Plan Z
Starting soon, in the fall or never be.*

*Figures and figures and then some more
Homes reached, cost-per-1,000—right ones or there's war.*

*A telephone call from a station who lost
Now offering us all at no extra cost.*

*We like the cocktail parties, boat rides and lunches
But why, or why, do they all come in bunches.*

*Thank goodness for SPONSOR who gives us the news
Keeps us up to date with the other fellow's views*



A. Hundley Griffith ("Griff"), radio-tv director, Doremus & Co., New York, says: "Because of the kaleidoscopic nature of advertising, media is both simple and complex. The end result is the simple part—it must return to the client his investment, plus dividends. Producing the end result is the complexity. It isn't the individual alone



as a media director, but a combination consisting of the station, the rep. and the agency. No buy can be better than the ability and integrity of each of the three. To me, a buy consists of many things—the client as a corporate entity, the client as an individual with personal likes and dislikes, the copy or commercial, the problems to be solved by the commercial and by the client, the specific stations, the budget, the time or position,

the audience, the follow-up by the station, and the competition. Unfortunately, no numerical factors can be assigned to these. Each must be considered in each individual buy. This is an intangible business with intangible factors governing the intangibles. Yet it is very simple—it must return the client's investment, plus dividends."

Game called on account of a.a.p. cartoons

Bugs Bunny and Popeye are breaking up a lot of young ball games in Salt Lake City. The kids hurry home at four every weekday afternoon to watch the "Popeye and Bugs Bunny Cartoon Hour" on KUTV—giving the station an ARB average rating of 22.5 against an even 3.0 for each of the two competing stations.

And only months ago, before programming these all-time favorites of the small fry, KUTV had a rating of 3.8 in the 4-5 PM time period against 5.9 and 21.8 for the competition.

The Popeye and Warner Bros. cartoons distributed by A. A. P. are setting the same kind of record in market after market from coast to coast. When you want this kind of audience in your area, write or phone

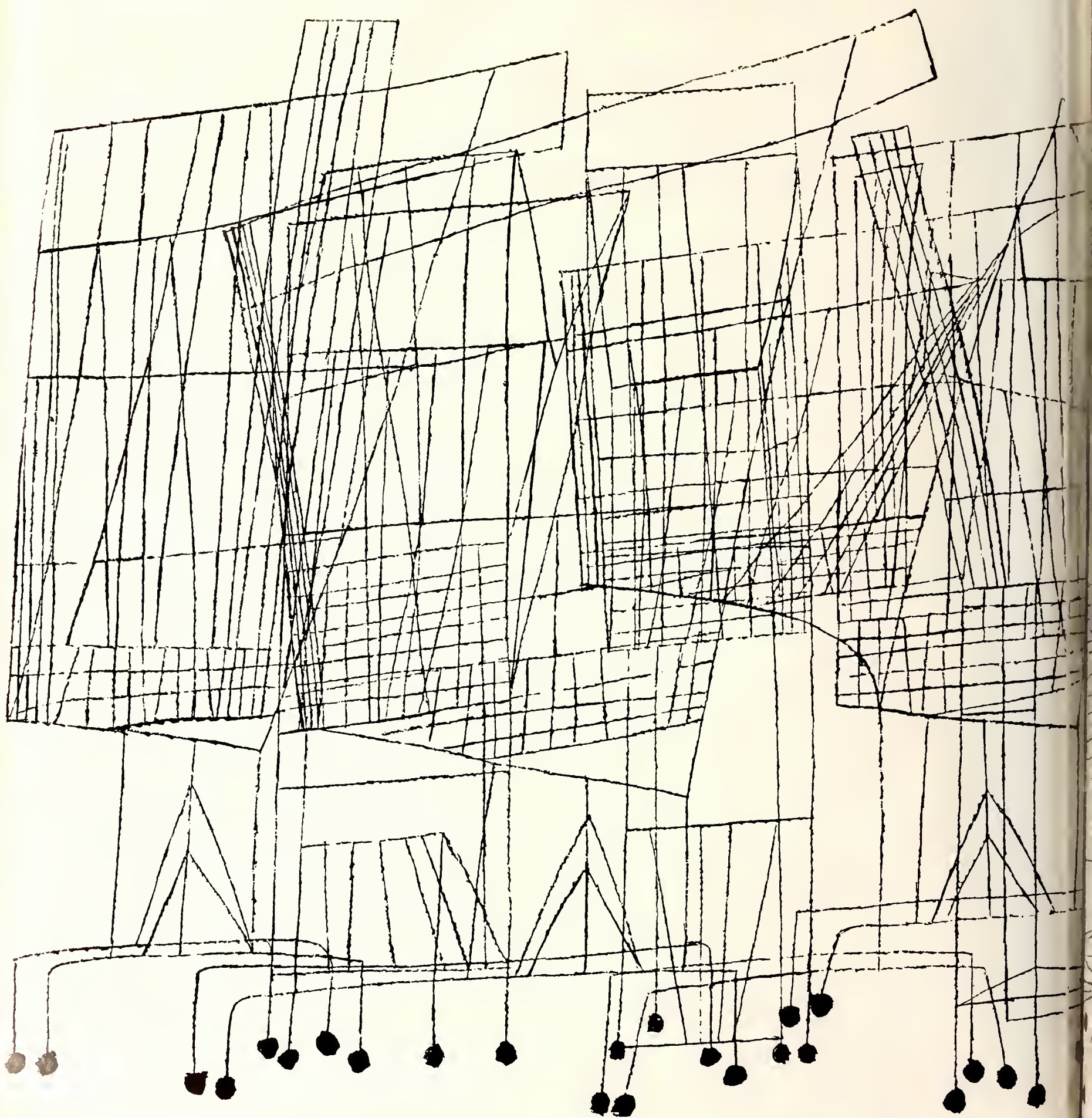
345 Madison Ave., New York City, MUrray Hill 6-2323

a.a.p. inc.

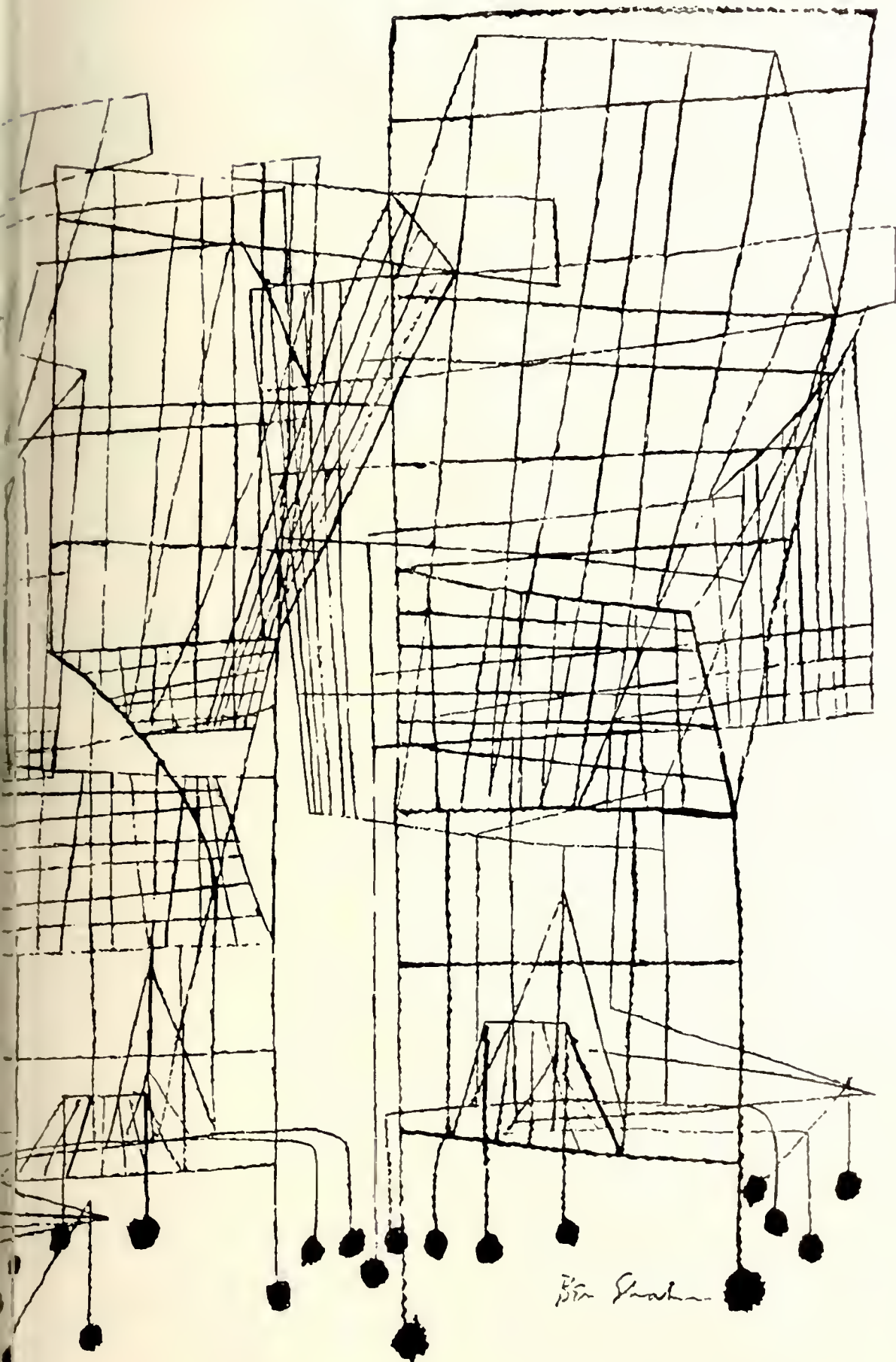
75 E. Wacker Dr., DEarborn 2-4040
1511 Bryan St., RIVERSide 7-8553
9110 Sunset Blvd., CREstview 6-5886

**CHICAGO
DALLAS
LOS ANGELES**





THE BIG PUSH



THIS SUMMER America's consumers will fill their shopping baskets fuller than any summer in their history. And they will fill them with the products they know best—the brands they see on television.

Last summer they spent nearly 10 per cent more than they did the previous winter—7 per cent more for food; 12 per cent more for household appliances; 15 per cent more in department stores and nearly 8 per cent more on installment purchases.

For the television advertiser, each summer becomes more inviting than the last.

Each summer the average family spends more time watching television.

Each day 8,000 new families join the vast television audience, and by July the number of television homes in the country will total 40,300,000—nearly 3½ million more than last July.

And each summer CBS Television brings to its advertisers bigger audiences than the summer before and larger than any other network.

CBS Television advertisers are better prepared for the big summer sales push than ever—in fact, this summer 14 per cent more of our winter advertisers will be on the air than a year ago.

These are compelling facts for an advertiser who is debating when or where to launch his new advertising campaign.

Clearly the time to start is now; the place..

CBS TELEVISION

THE MIDDLE OF
WASHINGTON STATE

KPQ

5000_W

560_{KC}

IN A MARKET BY ITSELF

Mountains and miles keep us apart from
Seattle and Spokane. Coverage comes
from WITHIN our farm and industrial
area, not from without.

Retail Sales

\$438,983,000

Radio Homes

116,594

Radio Farm Homes

20,000

WE GUARANTEE

to outpull all other
North Central Washington
Media

2 to 1



5000 WATTS

560 KC

(ABC-NBC Affiliate)

National Reps: Seattle & Portland Reps:
Forjoe & Co., Inc. Art Moore & Assoc.

National Sales:
Pat O'Halloran
No 3-5121, Wenatchee

by Bob Foreman

Agency ad libs

Tv is "a sacred trust" for adman

While riding the New Haven Railroad's 5:25 luxury flyer one evening (the luxury being that I was able to leave the salt mines so early). I happened to glance at two newspapers in front of me.

Both were turned to the tv page where my 20-20 though bloodshot vision was able to pick up a headline in each, one maligning the previous evening's *Playhouse 90* performance of Helen Morgan's life, the other heaping extensive praise upon it.



By the time I reached Westport, I was able to scavenge a copy of each paper thereby saving 20¢ in addition to giving myself a long-winded lead-in to a piece on tv critics and critiques.

Although there is seldom complete unanimity of opinion among the critics of the legitimate theater, it isn't often that one sees such diametrically opposed opinions as the two mentioned. It's hard to believe these two tv reviewers witnessed the same program.

One, I felt, was a bit unfair in that his piece seemed to find fault with the fact that Polly Bergen had bought the rights to the Helen Morgan story from the star's mother and, therefore, had frozen herself in the lead. Much of the comment was about who, in the reviewer's opinion, could have played the role better.

A few days later, this time riding the 8:12 in the other direction, I read praise for Polly lavished by the tv critic of another New York paper, a gent who usually is the toughest of them all.

Critics can strengthen tv

Diversity of opinion or no, television critics are faced with a superhuman task. Keeping up to date on a medium which presents more fare daily than a season on Broadway and more footage per week than that of all the studios in Hollywood combined calls for new standards of critic-endurance.

In addition, this hardy group of men and women must remember, as they lay the plus and minus signs down alongside of the programs they watch, they are reviewing a form of theater supported by commercial enterprises. It *must sell products* via its programs. To be successful these programs should reach *more people per dollar* than any other advertising media. But despite its commercial obligations, tv must constantly seek to attract the more thoughtful and to raise its own aesthetic level. No art-form ever had to shoulder such burdens!

Some issues ago I spent a few words on the sameness of television. I expressed concern over this. Since that was written, some of tv's by-line critics and others (not influenced by me, I realize) have talked at length on this subject. Just as long as their criteria are fair and pertinent, these comments can and will help the medium.

For example, their constant vigil serves to keep all of us in tv on

KRON is TV in SF



San Franciscans are sold on KRON-TV



S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

PRIMARY MARKET

400,000 people in the Ann Arbor area respond primarily to local radio. It's a huge market AND NOT ADEQUATELY COVERED BY OUTSIDE STATIONS.

ANN ARBOR AREA

Includes Plymouth, Ypsilanti, Livonia and 23 important industrial communities in Michigan.

FIRST in PULSE*

Most recent Pulse indicates WHRV's strong superiority... 18 firsts (half hours) out of 24.

WHRV

1,000 watts abc 1600 kc

Major league baseball,
University of Mich. sports
Detroit Red Wing Hockey

6:00-9:00 A.M. Joe and Ralph,
famous in Mich. area

Write for special merchandising
plan or contact:

BOB DORE ASSOCIATES
National Representatives
the door is always open . . .

Bob Dore Assoc., 420 Madison Ave., N. Y. 17, N. Y.

* JUNE '56 PULSE

our toes. Though we are aware that the critics do *not* have the same life-and-death stranglehold on our business as the aisle-sitters do on the legitimate theater; nevertheless, the tv critics' words are read, passed on to clients, and paid heed to!

The big problem is—what are fair criteria? They must accept the fact that the medium is supported by business which in turn for underwriting the programs seeks to sell product or ideas in sufficient quantity to justify the expenditure. Gambling is not sound business practice. This, however, does not—cannot!—blind tv makers to the fact that the air-time we use to sell things is a far more important commodity than, for example, are handbills and bottle labels. Television is a "thruway to people's minds" (B. C. Duffy). The insistence of it, the time spent with it, the special effect it has on our children make *this* advertising medium, more than all others, a very sacred trust. Mis-use it and we advertisers harm more than an ad-medium. Cheapen it and we perform a real disservice. Satisfy ourselves with the status quo instead of striving for improvement and we place road-blocks on our best avenue to people's minds.

Tv people want good television

Those in the offices of the sponsors, of the agencies, of the packagers, contrary to the way they are portrayed in novels and on the screen, are mostly men and women of taste . . . of responsibility . . . and of pride. They prefer to do *good* television. They want to do *better* television. (Editor's note: See rebuttal to charges of irresponsibility leveled by author Budd Schulberg in 22 June issue.)

Critics who recognize this can help in the achievement of a better medium. Those who are snide, personal, and narrowly sophisticated deserve nothing better than to sit before their sets week in, week out, and witness a parade of westerns.



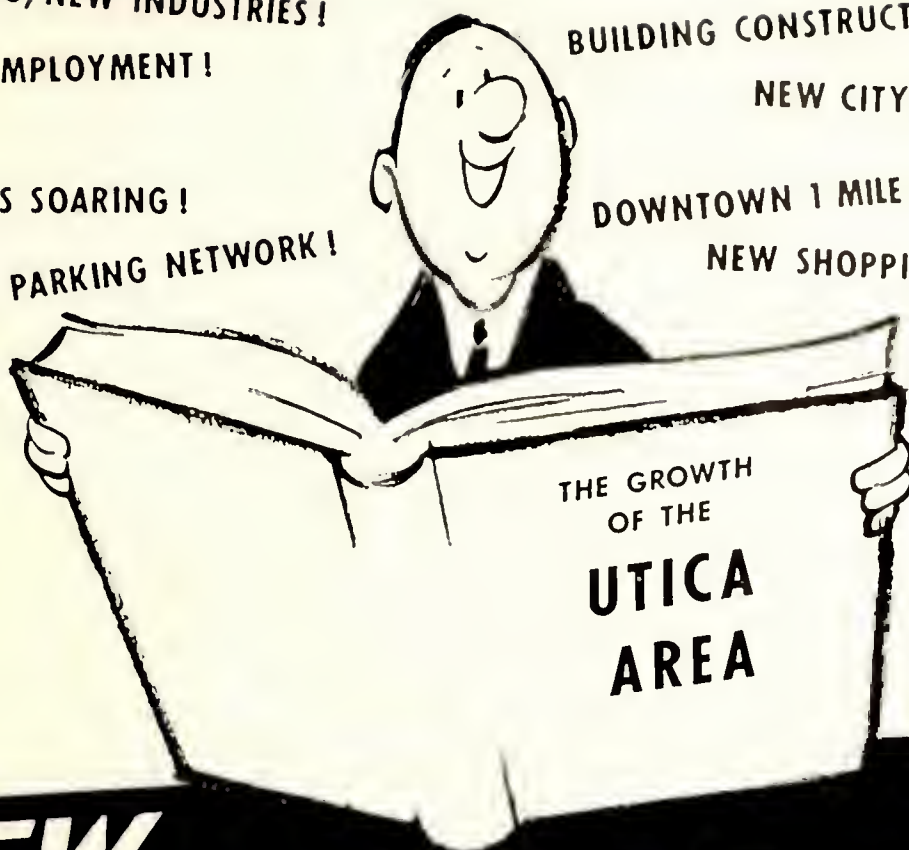
Helen Morgan story on Playhouse 90 had conflicting reviews in N. Y. papers

BIG, NEW INDUSTRIES!
RECORD EMPLOYMENT!

RETAIL SALES SOARING!
DOWNTOWN PARKING NETWORK!

BUILDING CONSTRUCTION AT NEW HIGH!

NEW CITY AUDITORIUM!
DOWNTOWN 1 MILE FROM THRUWAY!
NEW SHOPPING PLAZAS!



NEW POWER

IN PURCHASING!

Utica tied for 4th place in proportionate increase in department store sales in 1956 among the 20 top northeastern metropolitan cities, as new industries joined expanding "natives" to give the Utica area the largest proportionate increase over last year in total non-agricultural employment of all major New York State markets... pushed Utica's average production wage up a record 30% in 7 years! *Utica Area Annual Retail Sales (estimated): \$352,000,000! This is real purchasing power!*

IN TV COVERAGE!

And WKTV matches this purchasing power with *selling power* — the first television station in Central New York to broadcast with maximum visual power of 316,000 watts... equal in strength to any VHF television station in the United States! WKTV brings the *best possible picture* with the *greatest continuity of service* to the *widest possible audience* — both in black and white and in color! Tell your story to this rich market through its strongest medium — WKTV!



WKTV

serving UTICA - ROME New York

Represented nationally by Donald Cooke, Inc.

Now telecasting with maximum visual power of 316,000 watts

DOMINATING SACRAMENTO

**KCRA-TV Has
57.5% More
Audience Than
Sacramento's
Second Station**

Sign-on to Sign-off
Sunday - Saturday

48.5% Avg. ARB*
Share of
Audience

Throughout the day and night
KCRA-TV completely dominates
the big Sacramento Television
Market:

	Mon.-Fri. Sign-on to 6 p.m.	Sun.-Sat. 6 p.m. to Sign-off	Average Share of Audience
KCRA-TV	57.5%	43.8%	48.5%
"B"	25.5%	34.0%	30.8%
"C"	21.1%	21.8%	16.3%
"D"	7.3%	7.4%	7.4%

Throughout the week, KCRA-TV
has virtually twice as many
quarter-hour "firsts" as the
other three stations combined:

	Local	Network	Total
KCRA-TV	177	144	321
"B"	16	109	125
"C"	0	34	34
"D"	0	3	3

Ask Petry
about the *Highest Rated*
NBC Station in the West.

*ARB, Sacramento, April 1957



KCRA-TV

SACRAMENTO, CALIFORNIA
Serving 28 Northern
California and Nevada
Counties

CLEAR
3
CHANNEL

Women's week

Birds Eye in Poland: Housewives who wonder how their counter-
parts are living behind the Iron Curtain might just drop a line to
Barbara Samson at General Foods—but after 9 July, because until
then she's in Poland.

Home economist Barbara Samson has had a pretty ideal job so
far: testing all Birds Eye products, finding new uses for them that
can be the base of tv commercials for instance, and occasionally,
demonstrating cookery for Birds Eye on television.

The six-week jaunt into Poland, at the invitation of the U. S. De-
partment of Commerce, is to give Barbara and General Foods rep-
resentation at the Polish trade fair.

Her job behind the Iron Curtain? To teach Communist ladies
how to (1) sew with Dacron, and (2) cook with frozen foods.

Playhouse 90's lady producer: "Don't let men scare you!" says
Eva Wolas, producer of the Screem Gems films on CBS TV's *Play-
house 90*. "In a field as new and creative as tv, there's more chance
for women to rise to the top."

Eva herself is an outstanding example of a gal who's landed a job
top-notch male film producers would like to have. The last film she
did, on the 20 June *Playhouse 90*, was a war drama and didn't have
a single woman in the cast ("Ain't No Time for Glory"). This didn't
faze her one bit.

"There are times when you can appreciate the male majority in
tv," she says.

Eva, who has a couple of graduate degrees in playwriting (from
Yale and the University of Geneva), got to be a producer via script
writing and story editing for tv shows. But there are many equally
good routes to top production jobs. As Eva points out, acting, direct-
ing, writing, production are all components of being a producer. Any
experience in these areas may eventually lead to top producing jobs.

AWRT's slum-clearance work: Working hand-in-hand with the
Advertising Council, AWRT has launched a three-month fight on
slums to extend through the summer.

As the agency for the Advertising Council, Y&R has supplied 1,600
members of AWRT with material to use in connection with their
local shows: five prepared announcements from 10- to 16-seconds
long; a 20- and a 60-second film; flip cards; slides and a fact sheet.

Edith Fern Melrose, president of AWRT, and Mrs. Doris Corwith
of NBC public affairs and past president of AWRT, set up AWRT's
public service cooperation with Advertising Council. Their rea-
soning:

"The campaign theme is 'Good neighbors are our nation's
strength,' and good neighbors are primarily the responsibility and
concern of homemakers. Since our members are leaders in civic
affairs and influence homemakers, they can make a big contribution
to this campaign."

There are only so many hours in the day
... Here's how to make those hours pay!



If you're a TV station owner or operator —your basic commodity is TIME! And since nobody, but nobody, has ever come up with a plan to expand the twenty-four hours in a day, there's a very circumscribed limit to the amount of time you can sell!

You can increase the number of viewers, however, who watch your particular channel at any given hour. And forgive us for being obvious—but by so doing, you must automatically increase the value of your air-time!

That's where M-G-M features become a very important consideration. Literally dozens of stations have found that the higher ratings achieved by the programming of M-G-M features have justified important rate-card increases.

Therefore, we wonder if you have looked over your rate-card lately? And have you thought about what these fabulous M-G-M features can do towards boosting your rates upwards? We would be happy to have you contact us for the full M-G-M story.

**The
swing is
toward
Leo!**

MGM-TV

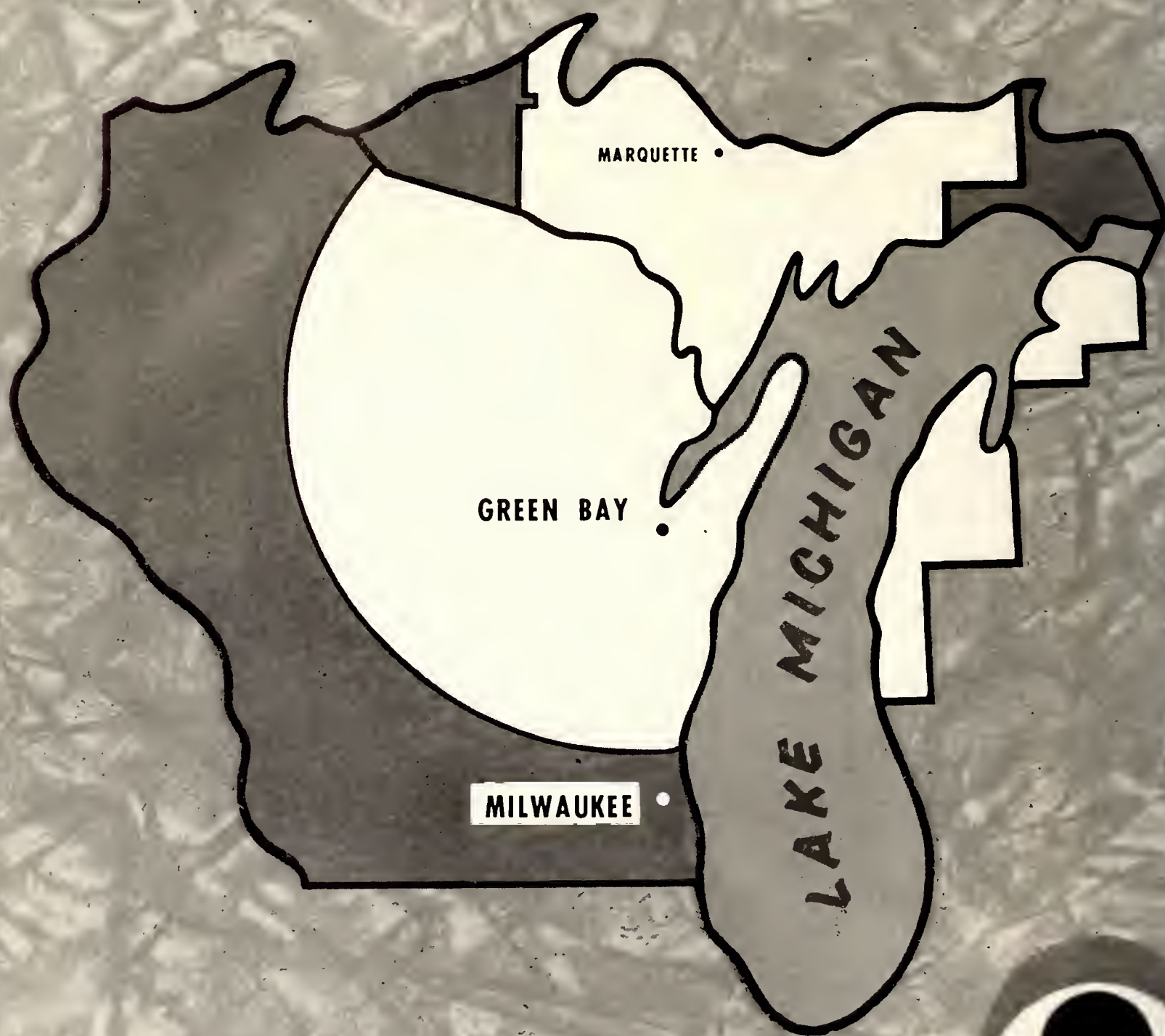
A SERVICE OF
LOEW'S INC.



RICHARD A. HARPER, General Sales Manager
701 7th Avenue, New York 36. JUdson 2-2000

WBAY - CH. 2 GREEN BAY

GIVES PERSONAL SERVICE* TO the Land of Milk & ^MHoney



*AND WE RELAY THIS SERVICE, BY PRIVATE MICROWAVE,
175 MILES TO CH. 6 MARQUETTE, MICHIGAN

49th and Madison

After-dark radio

Congratulations to you and to the unnamed author of the splendid piece, "Who Will Make The Big Nighttime Radio Breakthrough?" in the June 1 issue.

One point that seems to have been overlooked is this: At sundown a third of the country's stations shut down; the audience is thereafter split in larger pieces for those of us who run full-time. In Springfield, Holyoke, for example, three of our contemporaries quit the air at sundown, leaving five of us to serve the nighttime audience.

I do hope your article jogs some adventuresome pioneer into taking the long step back to after-dark radio.

Lawrence A. Reilly, *gen. mgr.*
WTXL, W. Springfield, Mass.

A Face in the Crowd

I have read Mr. Schulberg's response to his four months' tour of my business, the advertising business. Unfortunately, I haven't seen the movie based on the "Arkansas Traveler" story in the collection *Faces in the Crowd*. However, based upon his interview with *SPONSOR* I would like to take issue with Mr. Schulberg on several scores.

As one who has spent most of his life connected with the motion picture industry, Mr. Schulberg is undoubtedly sensitive, if not downright angry, about the Hollywood novels of many British writers who have spent even less than four months studying the motion picture industry before writing an attack on that industry. His statements as quoted in *SPONSOR*, like the British assaults on Hollywood, discomfort me where they are accurate and upset me where they miss the mark.

In the first place, the insecurity Mr. Schulberg remarked upon in the advertising business is common to all industries where opportunities for personal advancement abound. Advertising, motion pictures, the broadcast industry, even professional baseball offer to the young and able the opportunity to achieve positions of responsibility and to make money—without waiting

for those above them to retire or to die. In general, it would be said that insecurity in any business is only in proportion to the opportunities for personal advancement in that business.

Finally, any business dealing primarily in personal service, such as advertising, law, medicine, architecture, etc., is bound to create problems and mixed emotions among the principals involved.

Mr. Schulberg in the article says, "... creative people will entertain viewers better than business executives and ad men. They don't tell the New York *Herald Tribune* that it should change its front page, do they? Why should they be able to dictate programming?"

Now let's get one thing straight—the responsibility for the editorial integrity of broadcast media rests entirely on the editors of that medium. We don't tell the New York *Herald Tribune* what to do because they don't ask us.

Lloyd G. Whitebrook, *v.p.*,
Kastor Farrell Chesley & Clifford,
New York

No double-spotting

After reading *Sponsor-Scope*, page 9 of the June 8, 1957 issue, I feel that your readers should be made aware of what we believe to be the finest over-all commercial programming policy in U.S. radio today.

1. KMYR allows no more than seven commercial announcements during any half-hour period.

2. KMYR does no double spotting of minutes, 30-second, 10-second or eight-second announcements.

3. In fact KMYR does not double-spot any announcements, be they public service or commercial.

As long as kudos are being passed around I think that radio station KMYR's outstanding over-all policies deserve space in your wonderful *Sponsor-Scope*.

Ken Hildebrandt, *general manager, KMYR, Denver*

ONE MILLION AND A QUARTER DOLLARS A DAY!

That's how much
the 553,000
Spanish-Speaking
People spend in
the L.A. Area
EACH DAY.

Those who advertise
over KWKW get
their share of
this BIG market

For your share call
THE 24-HOUR SPANISH
RADIO STATION NOW.



L.A.—RYan 1-6744
S.F.—Theo B. Hall

Eastern Rep.—
National Time Sales



**"Hasn't anything
happened in Miami
since March, 1956?"***

* Date of NCS #2

Just this:

- August, 1956** WQAM became a Storz Station.
- October, 1956** WQAM went independent.
- November, 1956** WQAM leaped to first place all day (28.4% Hooper) without a give-away.
- February, 1957** WQAM rocketed to first place all day on Trendex (34.1%).
- Feb.-Mar., 1957** WQAM jumped to first place all day on Pulse.
- Mar.-Apr., 1957** WQAM now has more than twice the audience of the runner-up station.
- Apr.-May, 1957** WQAM now has more than 2½ times the audience of the runner-up station.

Next time somebody quotes NCS #2 about Miami, yell for a Blair man, or get in touch with WQAM General Manager Jack Sandler.

WQAM

*covering all of Southern Florida
with 5,000 watts on 560 kc.*

MIAMI

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ,
President

WDGY
Minneapolis-St. Paul

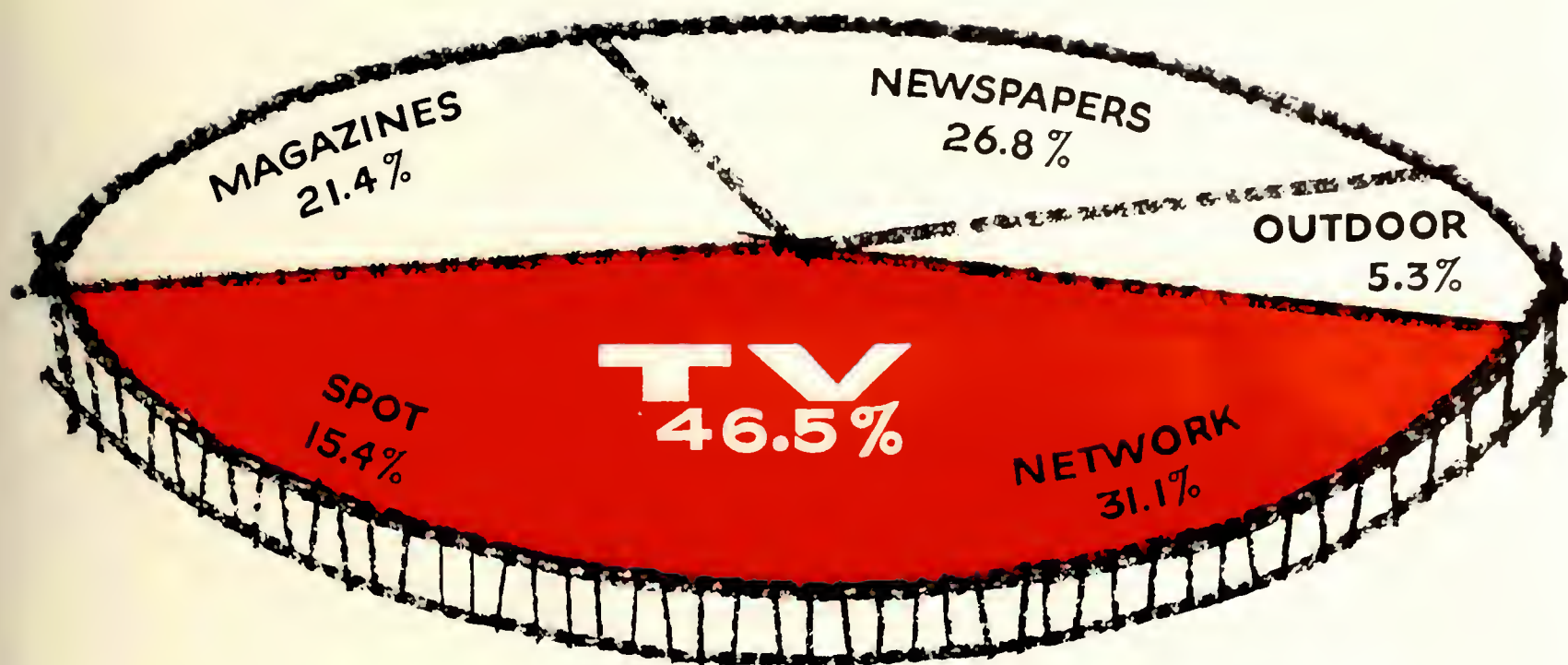
WHB
Kansas City

WQAM
Miami

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.



TV TAKES OVER THE TOP 100

Latest list provides dramatic evidence of tv dominance in terms of total spending by top 100 (see above); and in number of clients spending over 50% of budget for tv (see breakdowns next page).

Air emphasis would show up still higher if radio had figures

The chart above dramatizes the dominance of television today among the "top 100" national advertisers. It shows network and spot tv together accounting for 46.5% of spending by the top 100 in 1956—nearly 20 percentage points ahead of the next largest medium, newspapers. The top 100 spent \$1.274 billion gross (in media shown).

The real importance of the chart is that it provides a dramatic statistical reason for what has been happening to advertising strategy. It explains why:

- Television decisions are made first today by most major national advertisers.

- Television is today taking a dominant share of the planning time of advertising executives—to the point where some ad managers are freeing themselves from print media detail to concentrate on television.

The chart is based on "the top 100 national advertisers of 1956" compilation by the Bureau of Advertising of the

ANPA. It covers these major media only: newspapers, magazines, network and spot tv, and outdoor. Network and spot radio are not included because no published figures are available on radio spending by individual advertisers.

Since spot and network radio together accounted for gross expenditures of over \$220 million in 1956, the top 100 including these media would be dominated even more heavily by the air media. But the 1956 top 100 chart, which first appeared in *Advertising Age* early this month, nonetheless provides a better representation of the standing of the air media than charts compiled in previous years. Reason: for the first time a full year of spot tv figures (provided by TvB) were available for inclusion.

It remained for sharp-eyed statisticians from TvB to provide the final walloping evidence of tv dominance to come out of the ANPA chart: Of the top 100 advertisers, TvB points out, 45 spend over 50% of their budgets in

TV TAKES OVER *continued . . .*

television: only nine spend over 50% of their budgets in magazines; only six in newspapers. (See charts at right and below for breakdowns on these 60 advertisers.)

Commented TvB President Norman E. (Pete) Cash: "Figures and figure analyses may be dull reading to many, but they are also highly revealing. There can be no denying that this latest array of figures indicates clearly that national advertisers are more and more turning to tv as their basic medium . . ."

Further TvB breakdowns show that: 29 advertisers spend over 75% of their budgets in tv; one each spend over 75% in newspapers and magazines. Three of the top 100 spend over 90% in tv; there are none such in magazines and one in newspapers.

SPONSOR sought further light on radio's stake in the top 100 ranks from RAB, SRA and others. While no figures were available on spending by individual clients, this broad picture emerged.

- Station Representatives Association made a special analysis of the top 100 list for SPONSOR and found that at least 80 of the 100 are currently using national spot radio. (For SRA breakdown by industries of spot radio spending in the first quarter of 1957, see June Radio Basics, page 43 this issue.)

- Matthew J. Culligan, v.p. in charge of NBC Radio, told SPONSOR that in April 1956 an NBC analysis showed 26 of the top 100 advertisers were using network radio. In April this year, he says, 49 are using network radio. (For a list of all network radio clients today, see June Radio Basics, page 44 this issue.)

Six advertisers spent over 50% on newspapers

advertiser	% newspaper	% magazine	% net tv	% spot tv	% outdoor
Seagrams	51.7	32.7	2.8		12.8
National Distillers	55.7	31.9			12.4
Schenley	51.1	24.8		5.0	19.1
Monsanto Chemical	51.4	28.6	14.7	5.3	
Liebmann Breweries	51.7	6.6		19.1	22.6
Eastern Airlines	94.3			5.7	

Nine advertisers spent over 50% on magazines

advertiser	% newspaper	% magazine	% net tv	% spot tv	% outdoor
AT&T	1.7	55.5	15.0	25.0	2.8
Goodyear Tire	22.7	53.5	23.4	0.4	
Du Pont	16.9	54.7	15.0	10.0	3.4
Johnson & Johnson	11.0	64.3	23.3	1.4	
Hunt's Food	11.8	50.8			7.4
Rexall Drug	19.4	76.1		4.5	
California Packing	12.9	50.1	13.3		23.7
Heublein	45.1	51.0		2.1	1.8
Avco Manufacturing	15.0	56.2	28.1	0.7	

45 of top

ADVERTISERS

NEWSPAPERS
Amount To

Procter & Gamble	\$7,141,885
Colgate-Palmolive	12,335,541
General Foods	6,701,455
Lever Bros.	10,576,501
R. J. Reynolds	6,517,893
American Home Prod.	1,811,087
Gillette	2,809,071
General Mills	3,432,583
Brown & Williamson	774,571
Bristol-Myers	2,032,580
Sterling Drug	2,518,287
Liggett & Myers	1,755,772
Coca-Cola	2,116,391
Kellogg	1,635,515
Westinghouse Electric	3,137,028
National Biscuit	4,281,819
Warner-Lambert	511,417
Miles Laboratories	325,710
P. Lorillard	1,607,420
Continental Baking	2,436,771
Nestle	3,319,632
Revlon	1,120,259
Borden	1,380,333
Corn Products Refining	1,264,122
Pharmaceuticals	443,761
Helene Curtis	1,485,355
Scott Paper	1,112,815
Carter Products	1,244,671
Pabst Brewing	1,392,270
Wesson Oil & Snowdrift	1,065,013
Sunbeam	1,141,303
Sperry Rand	119,290
H. J. Heinz	1,264,076
Bulova	
S. C. Johnson & Sons	1,129,473
Best Foods	1,341,486
Chesebrough-Pond's	1,362,158
Prudential	2,203,603
Philco	714,393
Aluminum Co. of Amer.	534,195
Max Factor	457,155
Ralston Purina	532,266
Grove Labs.	1,213,458
Mennen	292,343
Block Drug	1,007,401

SOURCE: PIB and Bureau of Advertising, ANPA. B

00 spent over 50% of published budgets on tv in 1956 *

(major media excluded are net and spot radio which issue no figures)

MAGAZINES		NETWORK TV		SPOT TV		OUTDOOR		TOTAL IN 4 MEDIA	
Amount	% Total	Amount	% Total	Amount	% Total	Amount	% Total	1956	1955
1,921	13.7	\$43,457,339	55.0	\$17,522,450	22.2	\$ 71,593	0.1	\$78,975,193	\$19,002,371
135,166	11.1	19,880,282	44.7	7,314,700	16.5			44,465,989	32,061,703
34,702	21.3	15,688,789	37.7	9,415,940	22.7	919,727	2.2	41,560,613	36,367,325
57,037	7.5	11,322,643	37.4	5,576,780	18.4	510,000	1.7	30,252,961	19,373,511
40,418	15.5	11,424,421	48.5	1,952,760	8.3			23,535,492	19,017,603
3,434	12.4	15,758,019	70.7	1,965,900	8.8			22,288,440	13,976,003
5,277	5.7	15,257,871	72.5	1,782,860	8.5			21,055,079	20,171,111
6,990	32.6	9,891,113	47.4	669,040	3.2	80,972	0.1	20,870,698	17,592,267
9,001	7.7	3,987,901	22.7	11,288,620	64.4	137,232	0.8	17,547,325	4,010,672
11,287	26.5	9,132,455	55.3	864,040	5.2	107,488	0.7	16,507,850	11,063,976
16,889	13.8	2,638,741	16.3	8,823,300	54.4			16,227,217	6,079,170
3,057	13.5	7,786,114	48.3	4,400,900	27.3			16,115,843	10,928,127
11,343	10.3	3,631,999	25.3	3,697,460	25.8	3,435,101	23.9	14,362,294	10,740,846
1,978	10.6	6,101,919	43.3	4,810,530	34.2	36,420	0.3	14,076,362	7,333,281
5,571	15.5	8,598,023	61.1	156,100	1.1			14,066,622	8,785,996
0,763	9.2	1,810,052	14.1	5,536,500	43.3			12,809,134	8,322,028
9,147	25.0	2,265,660	19.8	5,820,440	50.7			11,458,664	4,670,349
0,482	7.0	4,485,467	41.1	5,354,730	48.9	-	-	10,926,389	4,017,861
2,009	8.0	5,324,843	53.9	2,147,080	21.8			9,871,352	9,828,510
0,960	1.3	847,243	8.6	5,732,480	58.3	687,357	7.0	9,834,811	3,132,266
2,656	12.6	2,892,319	29.5	2,374,920	24.2			9,819,527	6,456,785
9,828	14.5	5,002,528	53.8	1,817,870	19.6			9,290,485	4,461,053
1,890	25.5	3,722,931	41.1	1,483,500	16.4	151,913	1.7	9,050,567	8,373,575
5,576	26.3	1,855,366	22.9	2,849,350	35.2			8,094,414	3,453,384
-	-	6,272,787	80.1	1,108,580	14.2			7,825,128	
8,341	19.0	4,302,168	57.8	247,440	3.3			7,453,304	1,971,180
6,247	24.4	3,856,325	55.6	229,510	3.3	48,162	0.7	6,943,359	5,398,861
4,630	2.6	802,153	11.9	4,535,210	67.1			6,756,664	
1,121	7.6	1,461,195	23.9	2,057,130	33.7	730,824	12.0	6,102,540	3,900,252
4,493	22.6	1,266,658	21.0	2,064,350	34.3	266,975	1.4	6,027,489	
3,682	30.5	3,014,261	50.1	21,070	0.4			6,010,316	3,277,220
8,433	39.3	3,139,404	53.7	232,100	4.0	57,428	1.0	5,846,655	4,081,182
5,012	24.6	1,673,820	28.8	1,334,260	23.0	103,431	1.8	5,800,599	4,851,115
0,300	0.2	1,472,384	25.5	4,298,650	74.3			5,781,334	
7,813	18.4	3,412,804	59.4	142,320	2.5			5,742,410	6,000,945
4,484	10.7	2,419,882	43.7	914,550	16.5	272,316	4.9	5,542,718	4,747,866
5,786	16.1	1,718,344	32.0	1,425,440	26.5			5,371,728	3,945,520
3,970	0.3	3,070,155	57.3	65,810	1.2			5,353,538	
4,740	34.5	2,539,257	48.5	147,500	2.8	25,128	0.5	5,231,018	4,277,318
9,727	37.8	2,285,215	49.4	53,940	1.2			4,623,077	2,923,872
5,515	7.6	421,247	9.6	3,181,730	72.4			4,395,647	
10,737	2.6	2,029,343	48.2	1,143,750	27.2	394,875	9.4	4,210,971	
7,656	12.5	655,077	16.1	1,696,100	41.6			4,074,291	
3,849	6.2	2,655,631	70.3	595,500	15.8			3,777,323	
5,085	9.1	396,126	10.8	1,937,800	52.7			3,677,412	

compiled figures. All figures are gross space or time costs exclusive of production costs

published figures are for radio see p. 5

CAN AN ASSOCIATION SELL

Nation's dairy farmers in American Dairy Assn. 'sell' five product lines with \$2,611,000 tv and radio budget. This year the pattern is shifting. Como replaces Disneyland and ADA adds semi-saturation schedules on network radio. In the offing: color and daytime tv

CHICAGO

The monolithic American Dairy Association, which numbers almost one million dairy farmers as its members, is shifting broadcast advertising gears.

It appears to be a hydromatic shift, despite the size of the vehicle. The smooth and—thus far—effortless transition is being made in both television and radio, which this year will get an allocation of some \$2,611,000.

Here are the shifts being carried out at Campbell-Mithun agency in Chicago.

In television: from early evening to prime nighttime; from kids to adults; from the formalized presentation of *Disneyland* on ABC TV to the informal

tactic of *Perry Como* on NBC TV.

In radio: from sporadic use of network radio on a weekly basis to continuous use of NBC Radio's new hop-in-hop-out plan of announcements during daytime hours; from individual program identification to announcements: from an institutional schedule to one themed to specific dairy promotional events.

"We're moving into high," is the way Donald F. Coleman, ADA's advertising director puts it. His use of "high" refers not only to the stepped-up broadcast schedule but more specifically to the cost of television. "Every year it seems we have to add

another zero to the end of the tv line in our budget proposal."

The dairymen directors and members of the American Dairy Association have seen a lot of zeros added in the past few advertising-minded years.

In 1956, the association set aside \$3,225,000 for tv and radio from a total consumer ad budget of \$4.9 million. This year, broadcast media are getting \$2,611,000, in addition to unallocated or contingency funds, from a total of \$5,175,000. Next year, tv and radio have been allowed \$2,790,000 from an ad budget of \$5,550,000, and this doesn't include a large unallocated sum. Because of the swing into high,

Commercial production gets hefty 10% of the budget



Milk Commercial

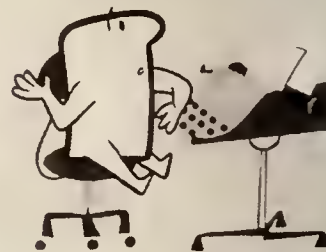
Isn't Milk Wonderful



Isn't Milk Wonderful

XXXXXXXXXX

REFRESHING



Animation has been used in combination with live; will be diminished with ADA's switch from animated *Disneyland* to live *Perry Como* on NBC TV this fall. Mr. Moo, typing a milk commercial here, is a continuing identification figure in visual media

HARD?

ADA spends most of its money on consumer advertising

	1956	1957	1958
Total operating budget	\$6,000,000	\$6,250,000	\$7,250,000
Advertising-merchandising	1,989,500	5,175,000	6,110,000
Consumer advertising	4,172,000	4,650,000	5,225,000
Television	3,150,000	2,311,000	2,490,000
Radio	75,000	300,000	300,000*
Print	1,247,000	2,039,000	2,435,000
Unallocated funds	32,500	40,000	410,000**

* Estimated

** Probably destined for television

Ad-minded dairymen approve ever-bigger budgets. Consumer advertising gets about 83 cents in every \$1, with tv allocated more than any other medium. ADA works two years in advance on budget, one on advertising, promotion

prime nighttime gear and the new Como slot. ADA has set aside a contingency fund in 1958 of \$410,000, the largest ever. This, says Coleman, is "pretty much pegged for network television."

ADA is believed to be the largest trade association in the country which represents local producers in reaching the consuming public. Since 1953 it has relied ever more strongly on advertising to tell the dairy story to that public.

Today, 83¢ in every ADA dollar goes for advertising and merchandising. Network television gets the biggest media share of the consumer ad-

vertising, followed by newspapers, magazines and radio. The task assigned to all these media is simple: increase consumption of dairy foods because this gives the raw-milk farm producer more dollars to stuff into his blue jeans. The products which require the most raw milk are the ones which get the most ADA advertising and promotion.

That's why milk is allocated 40.1% of the money set aside for consumer advertising; butter, 29.1%; cheese, 10.2%; ice cream, 9.8%; evaporated milk, 9.0%; nonfat dry milk, 1.8%. Milk and butter, accounting roughly for 70% of the dairy farmer's revenue,

will therefore get the most "product" mentions on television.

These "products" - actually product types or lines - are all non-branded items, but ADA sells them in the same way Borden's sells its milk and Kraft sells its cheeses. They all get a hard sell in a soft sell package, says Coleman. ADA's biggest advertising competitors work in the same way: the Pan-American Coffee Bureau and the Tea Council.

Competition from such special interest groups as these has undoubtedly jacked-up ADA's interest in promotion at the national level. And as the association developed a nation-wide ad-



Live action filmed sequences depict freshness, vitality, relaxation as typical of milk drinkers. Milk gets most stress in copy because dairymen's basic product is raw milk from which other

dairy foods are made. ADA slots its commercials in network shows, uses sporadic spot. In tv it relies more on picture than on words; in radio, more on unique musical arrangements and jingles



**Dairy group seeks teens, adults and women
with night tv; housewives with daytime radio**



June Dairy Month, biggest promotion is planned far in advance. Dinner meet included ADA, Campbell Soup, Nabisco, Quaker Oats, General Foods, General Mills executives

vertising and merchandising program it has, itself, grown stronger. In 1940, there were only six states which had a state-wide division of American Dairy Association. In 1944, the number reached 19; in 1946, 28; in 1950, 33; in 1954, 38. Today, there are only two "holdouts" among the 48 states and the District of Columbia—Florida and Rhode Island.

Eighty-seven percent of the member dairymen think advertising and promotion are helping to sell their own raw milk and also, therefore, to increase consumption on all dairy items. That's why, year by year, they've approved an ever expanding operating budget—and a growing ad budget.



Ad director is Donald F. Coleman who worked in radio, press, before directing ADA's \$5,175,000 budget. He buys heavy tv and print; likes color in both. He'll test color commercials this fall with Como

"They look for a national voice in ADA's advertising," says Don Coleman, because they've long since learned that no local or regional operator can attempt a campaign of the quality and quantity supported by a big association nationally. Knowing this, the dairymen producers serve their vital interest in sales by participating in a broad, umbrella program of talking with the consumer about the advantages of dairy foods.

Most of this conversation takes place in television and radio, but a lot of it hits a chatty note in four-color as well as black-and-white ads in major national magazines, Sunday supplements and special newspaper sections.

Why tv and radio for this conversation with the consumer? Because of the mass coverage, and the cost in terms of people reached. Because of the personal identification which comes with two such outstandingly successful properties as *Disneyland* and the *Perry Como Show*. Because of the merchandising possibilities, and the fact that every major tie-in advertiser cooperating with ADA is a blue-chip account buying media heavily on its own.

Another reason for broadcast media, and an important one to a trade association, is the fact that its dairymen members see television and listen to radio—but they don't always read *Better Homes & Gardens* or *Look*. Local dairymen and dairy plant operators



Disneyland

ABC TELEVISION

Tells 50 million Americans



You can feel



you refresh with MILK!



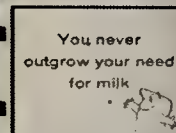
Drink 3 glasses every day



like this when



you refresh with MILK!



You never outgrow your need for milk

Promotion goes to members, dealers and dairy plants with outline of advertising plans

(15,000 of these plants cooperate with ADA locally) like the fact that Como is *their* show and that the radio commercials boost their local sales.

A lot of broadcast patterns remain the same for ADA because they've been time-tested. Other new ones are being evolved.

The biggest shift is in the switch from *Disneyland*, which ADA has sponsored on alternate weeks for three years, to *Perry Como* in September. The Disney show was "usually in the top 10, always the top 15," says Coleman. It never delivered less than 24 million viewers, and its peak audience was 55 million. The three-year program sponsorship "was a driving force in the building of sales promotions that hit hard at the public. It has been a prestige show that builds support and cooperation of dairies, restaurants and food stores to our sales efforts." So explains the ADA in its progress report submitted to members in March.

Why, then, drop the program? There are three reasons. Since 1954,

ARTICLE IN BRIEF

American Dairy Association spends \$5,175,000 a year on advertising, merchandising, to sell public on drinking milk, eating dairy foods. Broadcast media get almost \$3 million. New network patterns: Como on television, and semi-saturation schedule on radio



Top planners for ADA: Martin J. Framberger, l. gen. mgr.; Lyman McKee, pres.

ADA says, the weight of audience composition has swung from adult to youngsters — and kids already drink milk. The biggest target is non-consumers or low-consumers, adults. The costs of the show were increased significantly for the 1957-'58 tv season, which called for reappraisal. And this coming season half of the *Disneyland* shows will be re-runs.

Como, starting for ADA 14 September on alternate weeks, will bring the association an audience which it considers more profitable — teen agers, adults and most particularly women. Housewives control the shopping and the consuming tastes of the family, especially on what might be termed the more mundane items. Dad may choose steak or ribs, but mom selects the accessories.

Disneyland had a station lineup of 175, and Harry Johnson, account executive on ADA at Campbell-Mithun, thinks they'll line up the same for Como. This is one reason for the large contingency fund of \$440,000, because at this point only 140 have been cleared.

The client likes small markets, too, says Johnson. "We can go a lot farther down the list into lesser markets because dairy product sales account for between 10 and 15% of all food store sales whatever the city size. The dairy department is one of the biggest

(Please turn to page 70)

WAKE's BIG WAKE-UP:

0 TO 50 NATIONAL CLIENTS

Eight months ago, radio station WAKE in Atlanta, was as bare of national advertisers as Mother Hubbard's cupboard. In short, there were none. Last month, this 250-watt station broadcast over 1,500 announcements for nearly 50 national clients.

What is behind this rocketing of national spot business on WAKE from nothing to 33% of its gross billing in less than a year? The resurgence of radio has played its part. The attraction of more and more national clients to the medium is reflected in the 10.5% increase of spot dollar volume reported by NAB for the first quarter of 1957 over the same period last year.

Here's how WAKE did it as Morton J. Wagner, 31-year-old executive v.p. of the Bartell Group and manager of WAKE, recalls it. From November 1955 to August 1956, Wagner and his staff concentrated on sales to local clients. Once gains were consolidated on the home front, he was ready to move on Madison Avenue in search of national business. For this he enlisted the station representative firm of Adam J. Young, Jr.

First order was from Timebuyer Jeane Jaffe of Lennen & Newell for McCormick Tea — a schedule of 15 announcements weekly.

Here is what Wagner says about the thinking behind the operation: "A Bartell station begins by tuning itself to community needs — a condition precedent to top ratings. Then comes pursuit of national business." Other Bartell properties include: WOKY, Milwaukee; KCBQ, San Diego; KRUX, Phoenix; and recently purchased (subject to FCC approval) WBMS, Boston and WILD, Birmingham, which will be supervised by Wagner.

Here are national clients on WAKE now

Community Loan & Investment	Spuds
Gaston Johnston Corp.	Ford Motors
Stein's Stores	Monticello Drugs
Robert Hall	Park & Tilford
April Showers	Pure Oil
Camels	<i>Saturday Evening Post</i>
Hit Parade Cigarettes	Buick
Lucky Strike Cigarettes	Bond Clothes
Tetley Tea	Brisk (Colgate Palmolive)
6-12 Insect Repellant	Chesterfield Kings
Sinclair Refining Co.	Instant Sanka
Budweiser	Marce Lee Dresses
Reardon Paints	Mercury Co-op
Wilson's Canned Meats	Time, Inc.
Beecham's Chewing Gum	Wis. Dept. of Agric.
Hellman's Mayonnaise	United Fruit
Jell-O Instant Pudding	Texas Company
Oscar Mayer Co.	Top Value Stamps
Sara Lee products	National Van Lines
Ex Lax	Mrs. Pauls Kitchens
McCormick Tea	Bruce Floor Cleaners
Old Spice	Super Sals
Q-Tips	Candettes
SAS Airlines	L & M Cigarettes
Slenderella	Manischewitz

WHERE DOES THE MONEY GO?

Here's how clients with several tv commercials in mind can save money by producing them all at once. Step-by-step production cost breakdown shows how to squeeze six out of a client's five-commercial budget

Whether two can live cheaper than one has been debated down the years, but when it comes to producing television commercials there is sound evidence that the more you make the merrier for the budget. An increasing number of sponsors are saving themselves money by making a series of commercials in one studio instead of one at a time.

Naturally, not every commercial campaign can be adopted to unit production. Where the approach to each is completely different and where production long in advance of exposure is risky, agencies are sticking to indi-

Cost analysis shows 17% saving by producing five commercials as a unit instead of separately

Costs	Cost to produce 5 commercials separately					Total cost if produced individually	Total cost 5 commercials produced as unit	Total savings via unit production
	Commercial A 60-second	Commercial B 20-second	Commercial C 10-second	Commercial D 20-second	Commercial E 10-second			
1. Labor & set construction	\$1,170	\$620	\$615	\$915	\$515	\$3,835	\$3,260	\$575
2. Facilities & equipment	175	85	70	85	70	485	435	50
3. Recording & effects	875	300	400	335	125	2,035	1,635	400
4. Stock & laboratory	265	190	125	150	120	850	740	110
5. Miscellaneous	120	70	75	75	55	395	245	150
6. Overhead & profit	820	400	405	495	280	2,400	1,985	415
TOTALS	\$3,425	\$1,665	\$1,690	\$2,055	\$1,165	\$10,000	\$8,300	\$1,700

SOURCE: Figures compiled by Robert Lawrence Productions

vidual productions. But in many cases commercials can be planned and executed in bulk, and when that is possible the dollar-and-cents advantages are considerable.

The chart on these pages, prepared for SPONSOR by Robert Lawrence Productions, is a cost breakdown on five tv commercials which if produced separately would have cost \$10,000. But produced as a unit, the total tab came to \$8,300, a saving of \$1,700 or approximately the cost of one of the 10- or 20-second commercials.

Exactly how was this saving effected? What phases of production account for the economy that is leading admen more and more into "gang-up" buys?

Labor and set construction is the major factor. In the case of the charted example (Item 1) it accounted for \$575 of the \$1,700 savings. Even if a set takes only half a day to construct, a full day's payment must be made. And if the cast and crew work only a fraction of a day, they too are paid for the whole. Thus by filming five commercials at once instead of singly over a period of weeks, hard cash was saved on director, assistant director, unit manager, cast, narrator, cameramen, grips, electricians, sound crew, carpenters, script girl, musicians, as well as wardrobe and make-up personnel. Costs also were pared on such items as set striking, lumber, hardware, paint, properties, trucking, and—of course—on payroll taxes.

The savings effected under Item 2, which includes equipment and stage costs, and those under Item 6, overhead and profit, likewise result from the reduction of time involved in production.

Another sizeable cost cut, according to Robert Lawrence, can be achieved through unit production in such areas as music, special effects, re-recording, animation to run with live action, opticals and titles. (See Item 3). Economy is particularly easy in re-recording, the process by which a sound recording taken on the set (equivalent of a photographic negative) is transferred to a film "positive." If several commercials are produced at once, says Lawrence, the re-recording cost can be cut 25%.

Optical effects, titles, art work and animation, provided they are identical in more than one commercial, can effect further savings through unit production. That is, if a 10-second ani-



1. Set: Greatest saving in producing several commercials as a unit comes through set construction and labor. Above, Robert Lawrence Productions carpenter shop



2. Opticals: Titles, effects, art work and animation provided they are identical in more than one commercial—can reduce costs through unit production technique

3. Editing: In the numerous processes between production and the final "answer print," come opportunities for cost economies when making blocks of commercials



WHERE MONEY GOES *continued*

mation sequence is to be a part of four live-action minute commercials, then better plan and produce all four commercials at once.

Unit production brings about another considerable saving in the laboratory and in the cost of raw stock film. (See Item 4). Reels of raw stock used in commercials are usually 1,000 feet long. Should the last reel used in producing a single commercial be unfinished, the unexposed footage cannot be economically salvaged. But if five commercials are produced as a unit, then only the last reel of the unit—not of each single commercial—will end up with possible waste footage.

"Miscellaneous" (Item 5) covers insurance, contingencies, projection and film storage. As is evident in the cost

breakdown, these too are reduced through unit production.

Aside from the monetary savings of making several commercials at the same time, there perhaps are other intangible benefits. For example, in the production of any commercial, a great

deal of time and effort is expended by the client and agency in orienting the producer with special problems of the product, the taboos, highlights, approaches required. With this concept fresh in his mind, the producer can tackle a series of commercials at the same time with no more need for "refresher courses." This also can effect a high degree of continuity in the presentation of the advertising message.

"Filmed commercials are often planned as a series; why then shouldn't they be produced that way?" says Lawrence. "And in many instances, two or more commercials have many things in common with one another. Nothing is gained by spreading the time and place of producing them. In such cases, unit production seems to hold the key to optimum continuity and cost savings."

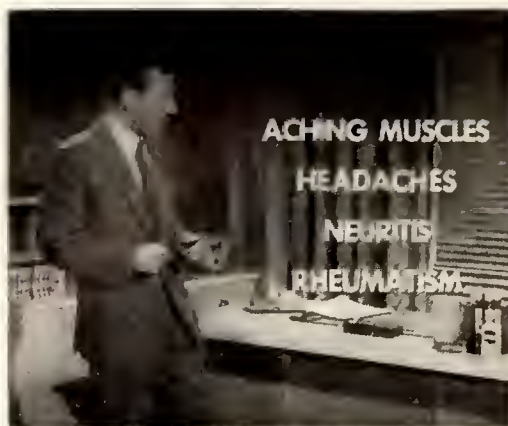
So far this year, Robert Lawrence Productions has been engaged in turning out 20 blocks of commercials ranging from three to 50 in a series. Some of these are still in production, others have been finished and are on the air.

For a complete list of these clients, their agencies, and their buys, see box on this page.

Note: The cost breakdown chart is based on factual information gathered from a number of productions, and the figures have been rounded off for the sake of simplicity.

ARTICLE IN BRIEF

When tv commercials can be planned and executed in bulk, the cost can be greatly reduced—about 25% in some cases according to Producer Robert Lawrence. How? Through re-use of sets and concentration of labor, less film waste, using identical opticals.



50 commercials in French and English for use in Canada by Sterling Drug were filmed as a unit by Lawrence. Here is how the same sets were used with different actors and titles

Some tv advertisers who recently went into unit productions

NO.	LENGTHS	PRODUCT	AGENCY
3	3 60 sec.	Delsey Tissue	Foote, Cone & Belding
4	2—60 sec. 2 20 sec.	Esso	McCann-Erickson
4	2 60 sec. 2 20 sec.	Blue Dot Duz	Compton Advertising
3	3 60 sec.	Good Luck Margarine	Young & Rubicam
12	6 60 sec. 1 20 sec. 2 10 sec.	Pfeiffer Beer	Maxon, Inc.
4	3 60 sec. 1 20 sec.	Maple Leaf	James Lovick (Canada)
3	1—60 sec. 2 20 sec.	Spic & Span	Young & Rubicam
50	20 60 sec. 12 30 sec. 12 20 sec. 6 50 sec.	Aspirin, Phillips' Tablets, Phillips' Milk of Magnesia	Dancer-Fitzgerald-Sample
6	6 60 sec.	Winston	William Esty
4	2 60 sec. 2 20 sec.	American Beer	VanSant-Dugdale
3	1 60 sec.	Bulova	Marschalk & Pratt
5	5—60 sec.	Knickerbocker Beer	Warwick & Legler
3	3—20 sec.	Sweet Caporals	Cockfield Brown (Canada)
4	2 60 sec. 2 20 sec.	American Beer (Pintoff-Lawrence)	VanSant-Dugdale
4	1 60 sec.	Spic & Span	Young & Rubicam
6	6 60 sec.	Heinz	Maxon, Inc.
14	7 60 sec. 7 10 sec.	Molson's Beer	Cockfield Brown (Canada)
6	2 60 sec. 1 20 sec. 3 10 sec.	Proctor electric products	Weiss & Geller
6	1 60 sec. 2—20 sec.	Fizrin	Compton Advertising
6	3 60 sec.	O'Keefe Beer	Comstock & Co.

SOURCE: Robert Lawrence Clients



RADIO HATCHES A NEST EGG

In first four months of 1957, Elite Chicks of Iowa has sold over 500,000 chicks. Owner Vance McCray attributes 90% of the volume to WMT, Cedar Rapids, his voice for 25 years



Party to celebrate 25-year successful "partnership" of Elite Chicks and WMT features chicken dinner. (L. to r.) Ken Hastie, Warrent Tempero, Ford Roberts, Dean Landfear, Beryl Starbuck, "Howdy" Roberts, Vance McCray, Lew Van Nostrand, Jim Bowermaster

As almost any Iowa chicken raiser or hatcheryman can tell you, this year has been the most miserable sales period anyone can remember.

Amid all this wailing and carrying on there is one gentleman in eastern Iowa who smiles constantly, even giggles every once in a while. He's V. W. (Vance) McCray who owns and operates Elite Chicks in Cedar Rapids.

"Biggest year I ever had," says McCray. "Business up 20%! In fact, the first four months of this year I've sold over 500,000 birds."

What's the answer to Vance McCray's success? One word: radio. Radio, however, is no new-found sales formula for Elite Chicks. This month they're celebrating their silver anniversary on WMT.

Since 1932, McCray has used early Saturday and Sunday morning radio time to move his feathered friends. The key to his advertising program lies in the offering of Sunday "discount

specials" on his 15-minute Sunday morning *All-Star Western Roundup* show (7:30 to 7:45 a.m.), supplemented whenever necessary by additional Saturday a.m. announcements. Vance "talks" his own commercials.

These "specials" are offered on a "good 'til noon" basis and the results are overwhelming.

"People start lining up at the door about eight every Sunday morning and I'll be darned if I can get them all taken care of before the middle of the afternoon," says Vance.

The quarter-century Elite Chick-WMT Radio association has produced hundreds of fabulous success stories. Just this March McCray had all his brooders full, with an additional 3,000 baby chicks boxed-up on the floor ready for quick sale when suddenly one of the wildest snow storms in years struck eastern Iowa. The thought of destroying the chicks, for lack of feed-

(Please turn to page 70)



BOOKS

1 All-Media Evaluation Study \$4

155 Pages

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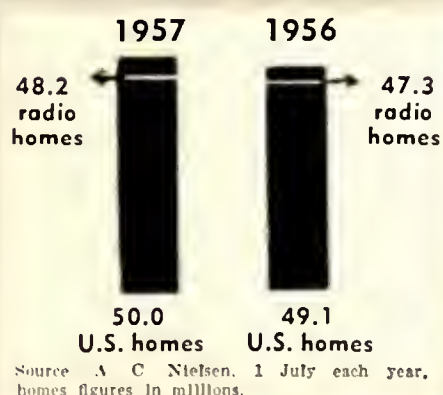
RADIO BASICS / JUNE

This is the second of SPONSOR's new Radio Basics section. It will appear every four weeks and will complement and alternate with TV Basics. Three sections make up Radio Basics. The first is a series of four indices, giving material, updated every four weeks for the most part, on number of homes, stations, sets in homes and sets sold or produced. The second section covers spot and will provide periodic indices of local listening in various markets and research material of interest to users of spot. The third, or network, section will emphasize web radio clients. It provides a complete list of network advertisers as of the week beginning with the date of each issue, together with information on programs used, days of the week bought and the amount of program time purchased by each client. Suggestions from readers as to content and format will be welcomed and used as a basis for future additions and revisions. The next Radio Basics will appear in the 20 July issue.

1. Radio dimensions are indexed in terms of homes, stations, sets in homes, sets sold . . . see below
2. Spot basics provides local market listening index, spending data by industry . . . page 42
3. Network basics comprises the complete list of current web advertisers page 44

1. RADIO'S DIMENSIONS TODAY

Radio homes index



Radio station index

End of May 1957				
	Stations on air	CPs not on air	Applications on hand	Applications in hearing
Am	3060	167	311	112*
Fm	532	27	21	0

End of May 1956				
	Stations on air	CPs not on air	Applications on hand	Applications in hearing
Am	2890	118	273	101
Fm	532	15	6	0

Source: FCC monthly reports, commercial stations. *End of Mar. 1957

Radio set index

Set location	1957	1956
Home	81,000,000	82,000,000
Auto	31,000,000	32,000,000
Public places	10,000,000*	10,000,000
Total	122,000,000	124,000,000

Source: RAB, 1 January each year, estimates of sets in working order. *No new information.

Radio sales index

Type	April 1957	April 1956	Four Months 1957	Four Months 1956
Home	543,092	471,193	2,362,068	1,984,915
Auto	380,452	299,253	2,022,467	1,744,784
Total	923,544	770,446	4,384,535	3,729,699

Source: RETMA. Home figures are retail sales; auto figures are a . . .

2. SPOT RADIO BASICS

Spot listening market index

Figures for the 10 markets at right show homes using radio (in and out-of-home) during March-April, except for Cleveland, Dallas, Fort Worth, which are February-March. Data comes from Pulse, covers average quarter-hour listening Monday-through-Friday. This is the second group of markets covered in Radio Basics. Others will appear in this section in the future.

How local markets compare in listening levels by three-hour day parts

Market	6-9 a.m.	9 a.m.-N	N-3 p.m.	3-6 p.m.	6-9 p.m.	9 p.m.-M
Birmingham	27.5	28.3	26.2	27.8	20.8	14.6
Buffalo	22.3	26.8	25.8	27.4	19.8	13.0
Cincinnati	22.2	26.6	25.2	26.5	19.9	12.9
Cleveland	20.7	21.2	21.3	26.9	24.4	19.2
Dallas	22.7	25.4	24.2	26.0	23.0	15.8
Detroit	23.4	26.2	26.4	28.3	19.8	13.1
Fort Worth	23.5	25.8	25.6	26.5	22.3	15.8
Kansas City	23.7	26.7	25.0	25.8	19.6	13.5
Minneapolis-St. Paul	26.7	29.4	28.6	28.5	21.3	14.0
New Orleans	23.3	30.1	28.1	29.6	21.4	14.7

What's the trend in daytime and nighttime spot rates?

1946 = 100.0			1950 = 100.0		
YEAR	DAYTIME	NIGHTTIME	YEAR	DAYTIME	NIGHTTIME
1946	100.0	100.0	1946	78.8	78.0
1950	126.9	128.3	1950	100.0	100.0
1951	132.3	—	1951	104.2	—
1952	133.9	129.9	1952	105.6	101.2
1953	133.6	—	1953	105.3	—
1954	132.7	—	1954	104.6	—
1955	124.8	—	1955	93.8	—
1956	116.7	62.6	1956	92.0	48.8
1957	119.7	60.0	1957	93.9	46.4

Prepared by The Katz Agency, this data shows rate data on Katz radio stations as of 1 January each year. The figures are based on a schedule of 12 one-minute announcements for 13 weeks. Daytime

rates are those for the majority of hours between 8:00 a.m. and 6:00 p.m. Nighttime rates are those that apply for the majority of hours between 7:00 and 10:00 p.m. Prime time rates are not covered.

Spot radio spending by industry category

Product category	1st Quarter 1957*		4th Quarter 1956*		3rd Quarter 1956	
	DOLLARS	% OF TOTAL	DOLLARS	% OF TOTAL	DOLLARS	% OF TOTAL
1. Food, grocery products	\$ 8,291,000	17.0	\$ 7,911,000	17.1	\$ 5,811,357	17.3
2. Tobacco products, supplies	8,141,000	16.7	1,179,000	9.0	4,906,911	14.6
3. Drug products	5,375,000	11.0	3,808,000	8.2	2,856,765	8.5
4. Automotive	4,020,000	8.2	4,040,000	8.7	2,991,201	8.9
5. Ale, beer, wine	2,902,000	5.9	3,529,000	7.6	2,621,502	7.8
6. Dental prods., toothpaste, etc.	2,487,000	5.1	417,000	.9	302,181	.9
7. Cosmetics, toiletries	2,158,000	4.4	2,461,000	5.3	1,811,886	5.4
8. Gasoline, lubricants	2,149,000	4.4	2,786,000	6.0	1,949,322	5.8
9. Consumer services	2,019,000	4.1	1,486,000	3.2	1,041,879	3.1
10. Religious	1,420,000	2.9	743,000	1.6	504,135	1.5
11. Notions	1,319,000	2.7	16,000	.1	33,609	.1
12. Agriculture	1,291,000	2.7	1,811,000	3.9	1,277,142	3.8
13. Miscellaneous	1,264,000	2.6	2,368,000	5.1	1,613,232	4.8
14. Transportation, travel	1,098,000	2.3	696,000	1.5	974,661	2.9
15. Household cleaners, soaps, etc.	998,000	2.1	1,346,000	2.9	1,041,879	3.1
15. Confections, soft drinks	699,000	1.4	1,300,000	2.8	907,493	2.7
17. Household laundry products	644,000	1.3	557,000	1.2	403,308	1.2
18. Household general	413,000	.9	464,000	1.0	369,699	1.1
19. Publications	408,000	.8	603,000	1.3	403,308	1.2
20. Clothing, accessories	259,000	.5	185,000	.4	134,436	.4
21. Amusements, entertainment	240,000	.5	325,000	.7	235,263	.7
22. Dairy, margarine products	202,000	.4	185,000	.4	168,045	.5
23. Household paper products	146,000	.3	139,000	.3	100,827	.3
24. Finance, insurance	142,000	.3	278,000	.6	168,045	.5
25. Hotels, resorts, restaurants	140,000	.3	139,000	.3	67,218	.2
26. Pet products	138,000	.3	230,000	.5	201,654	.6
27. Household furnishings	120,000	.3	93,000	.2	67,218	.2
28. Household appliances	113,000	.2	417,000	.9	268,872	.8
29. Garden supplies, equipment	108,000	.2	139,000	.3	100,827	.3
30. Bldg. material, fixtures, paints	64,000	.1	278,000	.6	201,654	.6
31. Watches, jewelry, cameras	59,000	.1	46,000	.1	67,218	.2
TOTAL	\$48,827,000	100.0	\$46,112,000**	100.0	\$33,609,000	100.0

SOURCE: Station Representatives Assn., time costs only. * Figures are rounded, hence do not add up to total.
 **Total includes unlisted categories: TV, radio, phonograph, musical instruments, political.

3. NETWORK RADIO'S CURRENT CLIENTS

Compilation of program time
bought by advertisers and brands
is shown below by network

This is the second list of network radio's current clients. The first appeared in the 1 June issue. Henceforth, the current roster of web radio advertisers will appear every four weeks as part of Radio Basics. The information contained here covers one week—the week beginning with the date of issue—in this case, 22 June. Data on minutes bought is in terms of program time, except for MBS and NBC where commercials shorter than a minute are listed separately. On NBC, minute commercials are arbitrarily credited as five minutes of program time. The new MBS schedule, which started 2 June, is covered in this list.

ABC

Admiral: appliances; *Breakfast Club*; M-F; 25 min.
AFL-CIO: institutional; *Ed. P. Morgan*; M-F; 75 min.; *J. W. Vandercook*; M-F; 25 min.
Amino Products: Ac'cent; *Breakfast Club*; W; 5 min.
Asco Electronics: Flea Guard, Magic Mite Ball; *Breakfast Club*; Tu,Th; 10 min.
Assemblies of God: religious; *Revivaltime*; Su; 30 min.
Atlantic Sales: French's bird food products; *My True Story*; W,F & Tu,Th; alt. wks.
Ball Bros.: home canning prod.; *Breakfast Club*; Tu-F; 20 min.
Bankers Life & Casualty: White Cross Hospital Plan; *Paul Harvey*; Su; 15 min.
Beech Nut: Beech-Nut gum; *Breakfast Club*; Tu,W,F; 15 min.
Bridgeport Brass: various insecticides; *When A Girl Marries*; Tu-F; 20 min.
Bristol-Myers: Bufferin; *Breakfast Club*; M,W,F; 15 min.; Sal Hepatica; *Breakfast Club*; M,W,F; 15 min.
Campana Sales: Ayds, Italian Balm; *Breakfast Club*; M; 5 min.
Carling Brewing: Red Cap Ale; *Martin Block Show*; F,Sa; 100 min.
The d-Con. Co., Inc.: Ant Prufe & Roach Prufe; *My True Story*; Tu,Th; 10 min.
Dixie Cup: paper cups & plates; *Breakfast Club*; W; 5 min.
Dow Chemical: agricultural prod.; *Red Foley Show*; Sa; 30 min.
Drackett: Windex, Drano; *Breakfast Club*; W,Th,F; 15 min.
Dromedary: cake mixes; *My True Story*; Tu,Th; 10 min.; *When A Girl Marries*; W,F; 10 min.; *Whispering Streets*; Th; 5 min.
Duffy-Mott: Sunsweet prune juice; *Breakfast Club*; Tu,Th; 10 min.
Ex-Lax: Ex-Lax, Jests; *My True Story*; M,W,F; 15 min.
Foster-Milburn: Doan's pills; *My True Story*; Th; 15 min.; *Whispering Streets*; Tu; 5 min.
General Foods: Calumet; *Breakfast Club*; Tu; 5 min.; *Jell-O*; *Breakfast Club*; M,Tu,F; 15 min.; *My True Story*; W,F; 10 min.; *When a Girl Marries*; Tu,Th; 10 min.; *Whispering Streets*; W,F; 10 min.; *Kool-Aid*; *Breakfast Club*; M-F; 25 min.; *La France*; *Breakfast Club*; M,Tu,Th; 15 min.; *Post Cereals*; *Breakfast Club*; M-F; 25 min.
Gospel Broadcasting Assn.: religious; *Old Fashioned Revival Hour*; Su; 60 min.
Billy Graham: religious; *Hour of Decision*; Su; 30 min.
Highland Church of Christ: religious; *Herald of Truth*; Su; 30 min.
Charles E. Hires Co.: Hires Root Beer; *Weekday Newscasts*; M-F; 100 min.
Midas Muffler: auto mufflers; *Weekday Newscasts*; M-F; 25 min.
Milner Products: Perma Starch, Pine-Sol; *Breakfast Club*; M; 5 min.
Mishawaha Rubber & Woolen Mfg.: casual shoes; *Breakfast Club*; Tu,Th; 10 min.
National Brands, div. of Sterling Drug: Dr. Caldwell's; *Sunshine Boys*; M-F; 25 min.

Norwich-Pharmaceutical: Pepto-Bismol; *Weekend Newscasts*; Sa,Su; 90 min.
Oral Roberts Evangelistic Assn.: religious; *Oral Roberts' Broadcasts*; Su; 30 min.
Paine, Webber, Jackson & Curtis: institutional; *Business & Financial Hour*; M,W,F; 15 min.
Radio Bible Class: religious; *Radio Bible Class*; Su; 60 min.
Renuzit Home Products: cleaning fluids, air sprays, etc.; *Jack Paar Show*; Th; 5 min.
R. J. Reynolds: Camel; *Weekday Newscasts*; M-F; 100 min.; *Weekend Newscasts*; Sa,Su; 90 min.
Sandura Company: floor covering; *Breakfast Club*; Th; 5 min.
Sterling Drug Company: Phillips Tooth Paste; *My True Story*; Tu,Th; 10 min.
Voice of Prophecy: institutional; *Voice of Prophecy*; Su; 30 min.
Dr. Thomas Wyatt: institutional; *Wings of Healing*; Su; 30 min.

CBS

Amino Products: *Arthur Godfrey*; W & Th, alt. wks.; 15 min.
Bristol Myers: *Arthur Godfrey*; M,W; 60 min.
Campana Sales: *Robert Q. Lewis*; Sa; 5 min.
Chesebrough-Pond's: *Sports Time*; M,W,F; 5 min.
Chrysler: Dodge; *Amos 'n' Andy*; F; 5 min.; *Gunsmoke*; Sa; 5 min.; *Mitch Miller*; Su; 5 min.; *Sports Resume*; Su; 5 min.
Chun King Sales: *Arthur Godfrey*; W & F, alt. wks.; 15 min.
Clairol: *Galen Drake*; Sa; 5 min.
Colgate-Palmolive: *Our Gal Sunday*; M-F; 37½ min.; *Backstage Wife*; M-F; 37½ min.; *Strike It Rich*; M-F; 37½ min.; *2nd Mrs. Burton*; M-F; 37½ min.
Cowles Magazine: *Jack Benny*; Su, alt. wks.; 3¾ min.; *Robert Q. Lewis*; Sa; 5 min.
Curtis Circulation: *Arthur Godfrey*; Tu; 15 min.
Dixie Cup: *Robert Q. Lewis*; Sa; 5 min.
Florida Citrus Comm.: *Arthur Godfrey Time*; Th; 15 min.
General Foods: *Arthur Godfrey*; Th, every 4th F, 18¾ min.; *Wendy Warren*; Th; 5 min.; *World News Roundup*; Su; 5 min.; *Gunsmoke*; Su; 5 min.; *Our Miss Brooks*; Su; 5 min.; *Amos 'n' Andy Music Hall*; M-F; 25 min.; *Galen Drake*; Sa; 5 min.; *Robert Q. Lewis*; Sa; 5 min.; *Gunsmoke*; Sa; 5 min.
General Mills: *Galen Drake*; Sa; 5 min.; *Robert Q. Lewis*; Sa; 5 min.; *Gunsmoke*; Sa; 5 min.; *Gunsmoke*; Su; 5 min.; *Mitch Miller*; Su; 5 min.; *Amos 'n' Andy*; F; 5 min.
General Motors: Chevrolet; *Allan Jackson News*; Sa; 20 min.; *Robert Trout—News*; Su, M-F; 50 min.; Delco; *Lowell Thomas*; M-F; 75 min.
Grove Laboratories: *Amos 'n' Andy*; W,Th,F; 15 min.
Hartz Mountain Products: *Arthur Godfrey*; Th & F, alt. wks.; 15 min.
Hearst Publications: *Right To Happiness*; M; 7½ min.
Kendall Co.: Bauer & Black; *Arthur Godfrey Time*; F; 15 min.

NOTE: Data on time purchased refers to weekly brand or advertiser total for each program. Time bought for particular brands is shown where possible. In cases where groups of brands precede a show or group of shows, it was not possible to pinpoint which brands were advertised on each show or on which days of the week

the brands were advertised. Except for General Motors and Chrysler, brands information was not available from CBS. In NBC list, rot. means commercials are rotated on different days of the week under the web's run-of-schedule plan.

Lever Bros.: *Ma Perkins*; M-F alt. wks.; 37½ min.; *Romance of Helen Trent*; M-F; 37½ min.; *Ma Perkins*; M-F alt. wks.; 18¾ min.; *Young Dr. Malone*; M-F; 37½ min.; *House Party*; M-F; 37½ min.
Lewis Howe: *Robert Q. Lewis*; Sa; 5 min.
Longines-Wittnauer: *Longines Symphonette*; Su; 30 min.; on Hiatus 6/2-9/8/57.

Milner Products: *Robert Q. Lewis*; Sa; 5 min.
Mutual Benefit Health & Accident Assn.: *Arthur Godfrey*; Tu & every 4th F; 18¾ min.
North American Philips: *Herman Hickman-Sports*; M,W,F; 15 min.
Norwich Pharmacal: *Arthur Godfrey*; Tu; every 4th F; 18¾ min.
Pharmacraft: *House Party*; M,Th,F; 30 min.
Pillsbury: *Arthur Godfrey*; Tu,Th; 30 min.
Reader's Digest: *Arthur Godfrey*; W; 15 min.
R. J. Reynolds: *Herman Hickman-Sports*; Tu,Th,Sa; 15 min.
Scott Paper: *Arthur Godfrey*; Th,F & every 4th F; 18¾ min.; *Backstage Wife*; F; 7½ min.; *Young Dr. Malone*; Th,F; 15 min.; *Nora Drake*; Tu,Th; 15 min.; *Ma Perkins*; Tu & W alt. wks; 7½ min.; *2nd Mrs. Burton*; Th,F; 15 min.
Sherwin-Williams: *Arthur Godfrey*; W, every 4th F; 18¾ min.
Shulton, Inc.: *Arthur Godfrey Time*; F; 15 min.
Simoniz: *Arthur Godfrey*; W; 15 min.; *House Party*; W; 15 min.; *G. Herman-News*; Th,F; 10 min.; *E. Severeid-News*; Th,F; 10 min.; *News*; Sa; 15 min.; *Sports News*; Sa; 10 min.
Slenderella: *Slenderella Show*; Sa; 10 min.
A. E. Staley Mfg.: *House Party*; Tu; 15 min.; *Arthur Godfrey*; F; 15 min.
Standard Brands: *House Party*; M; 15 min.; *Arthur Godfrey*; M, & every 4th F; 37½ min.
Swift: *House Party*; F; 15 min.
Toni: *Robert Q. Lewis*; Sa; 5 min.; *Nora Drake*; M-F; 37½ min.; *Dr. Malone*; M,T,W; 22½ min.; *Road of Life*; M,W,Th,F; 30 min.; *Helen Trent*; T,W,F; 22½ min.; *Right To Happiness*; M-F; 37½ min.
Vernell's Buttermints: *Robert Q. Lewis*; Sa; 5 min.
Weco Products: *Arthur Godfrey*; M; 15 min.
F. W. Woolworth: *Woolworth Hour*; Su; 60 min.
Wm. Wrigley, Jr.: *Howard Miller Show*; M-F; 75 min.; *Pat Buttram Show*; M-F; 75 min.

MBS

Billy Graham Evangelical Assn.: religious; *Billy Graham*; Su; 30 min.
Carter Products: *Little Liver Pills*; *Gabriel Heater-News*; M,Tu, Th; 15 min.
Christian Reformed Church: religious; *Back To God*; Su; 30 min.
Coca-Cola: *Coca-Cola*; *Eddie Fisher*; Tu,Th; 30 min.
Dawn Bible Institute: religious; *Frank and Ernest*; Su; 15 min.
Drug Products, Inc.: *Aslum*; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.
First Church of Christ, Scientist: religious; *How Christian Science Heals*; Su; 15 min.
General Tire & Rubber Company: *General tires*; *General Sports Time-Harry Wismer*; Su; 10 min.
Kraft Foods Co.: *All Purpose oil*, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine; *Les Higbie-News*; M-Sa; 30 min.; *Holland Engle-News*; M-Sa; 30 min.; *John B. Kennedy-News*; M-Sa; 30 min.; *Cedric Foster-News*; M-Sa; 30 min.; *Frank Singiser-News*; M-Sa; 30 min.; *Charles B. Warren-News*; Sa; 5 min.; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.
Lutheran Laymen's League: religious; *Lutheran Hour*; Su; 30 min.
Manion Forum of Public Opinion: discussion; *Dean Clarence Manion*; Su; 15 min.
Miles Laboratories, Inc.: *Nervine*, *One-A-Day Vitamins*, *Tabcine*; *Steve McCormick-News*; M-Sa; 30 min.; *Robert F. Hurleigh-News*; M-F; 25 min.; *Westbrook Van Voorhis-News*; M-F; 25 min.; *John Scott-News*; M-F, Su; 60 min.; *Lyle Van-News*; M-F; 25 min.; *Lester Smith-News*; Sa; 5 min.; *Floyd Mack-News*; Sa,Su; 20 min.; *Ed Pettitt-News*; Sa,Su; 10 min.
Minute-Maid Corporation, Hi-C Div.: *Hi-C products*; station breaks; W,Th,F; 9 20-sec.

North American Accident Insurance Co.: insurance; *Gabriel Heater News*; M,W,Th,F; 20 min.

Quaker State Oil Refining Corporation: *Quaker State oil*; *Game of the Day*; Sa; 60 min.; *Sports Flashes With Frankie Frisch*; Sa,Su; 30 min.

Radio Bible Class: religious; *Radio Bible Class*; Su; 30 min.

R. J. Reynolds Tobacco Co.: *Camel*; *Camel Scoreboard*; Su-Sa; 35 min.; *Winston*; *Winston Scoreboard*; Su-Sa; 35 min.

Sleep-Eze Co.: sleep tablet; *True Detective Mysteries*; M; 5 min.; *Gang Busters*; W; 5 min.; *Counter-Spy*; F; 5 min.

Voice of Prophecy: religious; *Voice of Prophecy*; Su; 30 min.

Wings of Healing: religious; *Wings of Healing*; Su; 60 min.

Word of Life Fellowship: religious; *Word of Life Hour*; Sa; 30 min.

NBC

Allis-Chalmers: institutional; *Nat'l. Farm & Home Hour*; Sa; 25 min.

American Dairy Asso.: dairy products; *Truth or Consequences*; M-F; 25 min.; *Bandstand*; M-F; 25 min.; *Affairs of Dr. Gentry*; M-F; 25 min.

American Motors: *Rambler*; *Monitor*; Sa,Su; 55 min.

American Oil: Amoco products; *Monitor*; Sa,Su; 50 min.

Bell Telephone: *Monitor*; Su; 10 min.; *Telephone Hour*; M; 30 min.; *Telephone Preview*; M; 5 min.

Billy Graham Evangelistic Assn.: religion; *Hour of Decision*; Su; 30 min.

Bristol-Myers: *Bufferin*; *Hourly News*; M-F; 105 min., 21 30-sec.

Brown & Williamson: *Kools*, *Viceroy*; *Hourly News*; M-F; 215 min., 42 30-sec.

Calif. Packing: canned fruit; *Hourly News*; M-F; 110 min., 21 30-sec.

Carter Products: *Arrid*, 30 min.; *Little Liver Pills*, 60 min.; *Bandstand*; M-F; 20 min.; *True Confessions*; rot., 5 min.; *Woman In My House*; rot., 5 min.; *Hilltop House*; rot., 5 min.; *Pepper Young's Family*; rot., 5 min.; *News of The World*; Tu,W,Th; 15 min.; *Monitor*; Sa,Su; 35 min.

Chrysler: *Dodge*; *Monitor*; Sa,Su; 30 min., 7 30-sec.

Columbia Pictures: "Fire Down Below"; *People Are Funny*; W; 5 min.; *Bandstand*; M,T,W,Th; 20 min.

DeSoto: *DeSoto cars*; *You Bet Your Life*; Sa; 30 min.

Evangelistic Foundation: religion; *Bible Study Hour*; Su; 30 min.

Evinrude Motors: outboards; *Monitor*; F,Sa,Su; 25 min.

Ex-Lax: *Ex-Lax*; *Monitor*; Sa,Su; 1 30-sec., 5 6-sec.; *Bandstand*; Tu,Th; 2 6-sec.; *Woman In My House*; M,Th,F; 10 min., 1 30-sec.; *5 Star Matinee*; Tu,Th; 2 30-sec.; *Pepper Young's Family*; M-W; 5 min., 2 30-sec.; *One Man's Family*; Th; 5 min.; *People Are Funny*; W; 5 min.; *Great Gildersleeve*; Tu; 5 min.

Florida Citrus Comm.: citrus fruits; *Monitor*; Sa,Su; 30 min.

General Foods: *Instant Postum*; *Bandstand*; M-F; 25 min.; *Pepper Young's Family*; M-F; 25 min.

General Mills: *Cheerios*; *Monitor*; Sa,Su; 50 min., 10 30-sec.

Gillette: *Gillette prods.*, *Paper-Mate*, *Toni prod.*; *Boxing Bouts*; F; 25 min.

Grove Labs.: *No-Doz*; *News of the World*; W,Th,F; 15 min.

Ins. Co. of No. America: insurance; *Monitor*; Su; 20 min.

Knapp-Monarch: picnic supplies; *Monitor*; Sa,Su; 4 30-sec.

Lutheran Laymen's League: religion; *Lutheran Hour*; Su; 30 min.

Midas: car mufflers; *Monitor*; Su; 5 min.

Morton Salt: salt; *Alex Dreier-News*; Sa; 5 min.

Mutual of Omaha: insurance; *On the Line With Considine*; Su; 15 min.

North American Van Lines: moving service; *Monitor*; Sa,Su; 20 min.

Pepsi-Cola: *Pepsi-Cola*; *Monitor*; Sa,Su; 50 min., 10 30-sec.

Plough, Inc.: St. Joseph aspirin, children's aspirin, Dr. Edward's olive tablets, Mexana; *Monitor*; Sa,Su; 55 min., 9 30-sec.

Quaker State Oil: motor oil; *Monitor*; Sa,Su; 30 min.

Ralston-Purina: feed division; *Harkness-News*; M-F; 25 min.

R. J. Reynolds: *Camel*; *News of the World*; M-F; 25 min.; *Prince Albert*; *Grand Ole Opry*; Sa; 30 min.

Dr. Scholl: *Zino Pads*; *News of the World*; Tu,F; 10 min.

Simoniz: *Simoniz*; *Monitor*; F,Sa; 35 min.; Su; 6 30-sec.

Skelly Oil: oil; *Alex Dreier-News*; M-Sa; 90 min.

Sun Oil: oil; *Three Star Extra*; M-F; 75 min.

Voice of Prophecy: religion; *Voice of Prophecy*; Su; 30 min.

**AROUND THE WORLD
IN 52
ADVENTURE-
PACKED
HALF HOURS
ON FILM...**

**WITH MCA'S "TOP TEN"
ADVENTURE HIT...
JUST MADE AVAILABLE
TO LOCAL ADVERTISERS!**

**YOU KNOW THIS SHOW IS WORTH
A FORTUNE IN RATINGS AND SALES!**

YOU KNOW IT IS "TOP 10" IN 49 MARKETS! (latest available ARB ratings as of May, 1957)...with a world-beating average of 26.9! You know you are going on the air with a huge and happy audience!

YOU KNOW WHY IT ALWAYS RATES HIGH! . . . because the REVUE PRODUCTIONS seal spells television's finest film programs. Made on seven seas and five continents, SOLDIERS OF FORTUNE takes viewers adventuring in the mountain fastnesses of Tibet, the jungles of the Amazon, the menacing waters off Hong Kong! Everyone claims to spend a fortune on production — *Revue really does.*

YOU KNOW ITS TERRIFIC SALES RECORD! Seven-Up, exclusive national sponsor, ran 26 of these programs, took a look at the results, asked Revue to produce 26 more! Consistently high ratings are matched by ideal audience composition — 50% adults, 50% kids.

Call your MCA TV Film Syndication representative for details on TV's most successful adventure hit . . .



starring JOHN RUSSELL and CHICK CHANDLER

SOLDIERS OF



Write, wire, phone

mca tv

FILM SYNDICATION

America's No. 1 Distributor of TV Film Programs
598 Madison Avenue, New York 22, N. Y., PLaza 9-7500
and principal cities everywhere



FORTUNE

NEW AND RENEW

NEW ON TELEVISION NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
General Mills, Minneapolis	DFS, NY	CBS 73	Our Miss Brooks; alt F 2-2:15 pm; 14 June; 52 wks
General Motors, Detroit	D. P. Brother, Detroit	CBS 153	Vic Damone Show; alt W 8:30-9 pm; 10 July; 10 wks
Howard D. Johnson, NY	N. W. Ayer, NY	NBC 44	Today; 30 1-min partics; 13 June; 13 wks
P&G, NY	B&B, NY	NBC 152	Matinee Theatre; M-F 3-4 pm; 90-sec partics; 1 July; 52 wks
Standard Brands, NY	Ted Bates, NY	NBC 95	Queen For A Day; alt Tu 4:15-4:30 pm; 9 July; 52 wks

RENEWED ON TELEVISION NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Bristol-Myers, NY	DCSS, NY	NBC	N.C.A.A. Football Games; 1/4 spon; 21, 28 Sept; 5, 19 Oct; 2, 16, 28, 30 Nov; 7 Dec
General Mills, Minneapolis	DFS, NY	CBS 101	Bob Crosby Show; alt F 3:45-4 pm; 14 June; 52 wks
General Mills, Minneapolis	DFS, NY	CBS 73	Lone Ranger; alt Sa 1-1:30 pm; 8 June; 52 wks
P&G, NY	B&B, NY	NBC 152	Matinee Theatre; M-F 3-4 pm; 90-sec partics; 1 July; 52 wks
Simoniz, Chi	Y&R, Chi	CBS 95	Arthur Godfrey Time; W 10:45-11 am; 3 July; 52 wks
Standard Brands, NY	Ted Bates, NY	NBC 73	Tic Tac Dough; Tu 12:00-12:15 pm; 13 Aug; 52 wks
Standard Brands, NY	JWT, NY	CBS 105	Valiant Lady; M 12-12:15 pm; 3 June; 52 wks
Sunbeam, Chi	Perrin-Paus, Chi	NBC	N.C.A.A. Football Games; 1/4 spon; 21, 28 Sept; 5, 19 Oct; 2, 16, 28, 30 Nov; 7 Dec
U. S. Steel, NY	BBDO, NY	CBS 142	U. S. Steel Hour; alt W 10-11 pm; 3 July; 52 wks
Zenith Radio Corp., Chi	Earl Ludgin, Chi	NBC	N.C.A.A. Football Games; 1/4 spon; 21, 28 Sept; 5, 19 Oct; 2, 16, 28, 30 Nov; 7 Dec

BROADCAST INDUSTRY EXECUTIVES

NAME	FORMER AFFILIATION	NEW AFFILIATION
Murray Arnold	WPEN, Phila, asst stn mgr	Same, stn mgr
Aaron Boe	KPIC, Roseburg, Ore, sls	Same, mgr
Wallace Brazeal		Mid-America Broadcasters, SF, business mgr
Bill E. Brown		Mid-America Broadcasters, SF, ntl sls mgr
Eldon Campbell	Time, Inc, Salt Lake City, management advisor	WFBM-TV, Indianapolis, vp & gen mgr
William B. Caskey	WPEN, Phila, vp & gen mgr	Same, exec vp
Jack Chapman	WHRV, gen mgr	WPON, Pontiac, Mich, sls mgr
Vincent Patrick Comiskey	NBC, NY, sls service rep	RAB, NY, natl sls
Charles H. Cowling		KDYL, Utah, in chg ntl sls
Tod Edwards	Forjoe & Co, NY, asst sls mgr	Blair Tv Asso, NY, acct exec
Joe Evans	KFJZ-TV, Fort Worth, local sls mgr	Same, ntl sls mgr
Charles M. Ferguson	KBUC, Corona, stn mgr	K-ACE, Riverside, Calif, comm mgr
Jack Fiedler	KLIF, Dallas, acct exec	Same, local sls mgr
Richard K. Fife	Provo Herald, Utah, advtg rep	KTVT, Salt Lake City, sls
Estel D. Freeman	WFBM & WFBM-TV, Indianapolis, night ops mgr	Same, publicity mgr
Beulah Funk	MBS & WOR-TV, NY, stns relations & asst mgr film dept	Blair-TV, NY, supvsr of pgm prom
William A. Gietz	WTAR-TV, Norfolk, Va, sls	Same, local sls mgr
Leonard Goorian	WKRC-TV, Cincinnati, exec prod	Same, plus comm prod mgr
Lloyd Heaney	Chicago Tribune, sls development	Blair Tv Asso, Chi, acct exec
John F. Hurlbut	Peters, Griffin, Woodward, NY, mgr tv prom research	WFBM-TV, Indianapolis, prom & public relations mgr
John B. Jaeger	WNEW, NY, exec	Same, exec vp
Barry Kersh	WKRC-TV, Cincinnati, comm prod mgr	Same, sls rep
Bud Kirvan	The Livonian, Livonia, ed	WXYZ, Inc, Livonia, dir of prom & publicity
Robert L. Lamb	Crosley Broadcasting, Chi, sls mgr	WLW-I, Indianapolis, sls mgr
Jack Lee	Clark Brown Co, Houston, mgr	KILT, Houston, comm mgr
Del Leeson	KDYL-KTVT, Utah, prom mgr	KDYL, Utah, mgr
Keith E. McCallum	Exhibitors' Service, Inc, LA, buying, booking films & services	A.A.P., Inc, LA, acct exec w div
James V. McNeil	WJAR-TV, Providence, staff dir	WTIC-TV, Hartford, traffic mgr
Reginald P. Merridew	Crown Hill & Sunset Memorial Park, Cleveland, vp in chg sls & public rel's	WJW, Cleveland, managing dir
Eugene F. Mitchell	Armour & Co, Boston, product sls mgr	WEEI, Boston, dir of merchdsng
John Moler	WKY-Radio, Oklahoma City, comm mgr	Same, plus dir
Hal Moore	WNEW, NY, asst pgm mgr	Same, pgm mgr
Robert Murdock	KSL, Salt Lake City, dir advtg & prom	KSL-TV, Salt Lake City, same
Eugene J. Muriaty	WBZ-TV, Boston, advtg & sls prom mgr	WTIC Radio & TV, Hartford, prom mgr
Gene Pierce	KPIC, Roseburg, Ore, mgr	Same, Eugene, Ore, mgr local acct service
Gene Plotnik	Billboard, NY, asso ed tv dept in chg special features	Screen Gems, NY, trade & consumer press ed
Ced Price	Price Signs, North Bay, Ont, Canada, owner	CKGN-TV, North Bay, Ont, Canada, managing dir
Robert Pusey	KSL-TV, Salt Lake City, acct exec	KSL, Salt Lake City, dir advtg & prom
William Schwarz	KYW, Cleveland, exec prod	WCCO, Minneapolis, pgm mgr
Jennie R. Snell		Blair Tv Asso, NY, sls development
John V. B. Sullivan	WNEW, NY, acct exec	Same, vp & sls mgr
Al Sussman	A.A.P., Inc, NY, acct exec east & mid-west sls div	Same, eastern sls mgr
William G. Walker		WFGA-TV, Jacksonville, Fla, prom & publicity dir
Gene Walz	KYW-TV, Cleveland, ops chief	WCKT-TV, Miami, exec prod

SPOT BUYS

TV BUYS

Sterling Drug Co. Inc., New York, National Brands div., is adding substantially to campaign which began 17 June for Z.B.T. baby powder. The new schedule kicks off 1 July in 30 major markets for 11 weeks. Filmed minute and 20-second announcements will be slotted during daytime segments. Frequency: three per week. Buying is not completed. Buyer: Rosemarie Vitanza. Agency: Carl S. Brown Co., Inc., New York.

Bristol-Myers Co., New York, is entering major markets to promote its Mum Mist. Campaign will begin shortly and will run for six weeks. Minute I.D.'s will be scheduled for nighttime. Frequency: six per week. Buying is not completed. Buyer: Bob Widholm. Agency: DCS&S, New York.

RADIO BUYS

Eversharp, Inc., is planning a campaign in several markets throughout the country for its pens and pencils. It is believed that the schedule (minute e.t.'s) will start in late August for seven weeks to reach a back-to-school audience. Frequency will vary from market to market. Buying has not started. Buyer: Gary Pranzo. Agency: Cunningham & Walsh, Inc., New York.

RADIO AND TV BUYS

The Texas Co., New York, is purchasing radio and tv in 50 to 60 markets to advertise its gasoline. In radio, heavy concentrations of minute and 20-second announcements will be placed round-the-clock on weekends; a light schedule will be used 7 to 9 a.m. daily and 7 to 10 p.m. Nighttime radio strip is experimental and will be carefully watched by the advertiser. Average number of announcements per week in each market will be 45. In tv, 20-second and minute announcements will be slotted 7 to 11 p.m. Frequency: 10 per week. Some baseball programing will be used in both radio and tv because the advertiser seeks primarily a male audience. Films on tv and e.t.'s on radio will slant their "Tower of Power" theme to vacationing. Buying is completed. Buyer: Jack Bray. Agency: Cunningham & Walsh, Inc., New York.

American Home Foods, New York, is purchasing time in major markets for its Chef-Boy-Ar-Dee Italian foods. Schedule will start 1 July and run for 26 weeks. In radio, minutes will be bought during morning hours and up till 1:30 p.m.; frequency per week in each market: five. For tv, minutes will be used during all daytime hours, with an average of 10 per week in each market. Commercials will e.t. and live in radio, film and live in tv. Buying is completed. Buyer: Adelaide Hatton. Agency: Young & Rubicam.

You're in
good company
on WGN-RADIO
Chicago



Top-drawer advertisers
are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

WHAT ARE PITTSBURGH'S
WORKING HOURS?



ASK YOUR COLONEL!

Factory shifts, office hours,
and school hours are just a
few of the facts your Colonel
has assembled for Pittsburgh
. . . and for 26 other markets
he represents.

PETERS, GRIFFIN,
WOODWARD, INC.

TELEVISION SALES
250 Park Ave., New York, N.Y.

SPONSOR ASKS



What is your reaction to Pulse's new all-media yardstick

G. Maxwell Ule, *senior vice president, Kenyon & Eckhardt, New York*

The Pulse experimental research on comparisons between media is a very logical development in the industry's endless quest for improving the effectiveness of media schedules.

Its positive contribution lies in its shifting of the basis of cost compari-



"it fails to consider total effectiveness"

sons from the traditional standard of total circulation of the publication or program to a suggested standard of actual exposure to the commercial message. This, in my judgment, is a substantial step forward.

Its shortcomings largely center upon the implicit assumption that memorability of the advertising message is the controlling variable in estimating the differential effectiveness of alternative media. This is, at best, an oversimplified assumption which fails to consider that the total effectiveness of an advertising message today cannot be measured exclusively at the level of conscious rational recall. This is not unlike trying to measure the effect of a college course upon a person on the basis of his examinations alone. We know that many plusses independent of grade marks are inherent in a course of study. We are not even certain that the really effective results of education are measured by grades alone. Measures of motivation, of attitudes, of scales and standards of value certainly would give us a better picture of the total effect of a college course.

In the field of advertising media evaluation, we must remember that the total effect of advertising is in part rational, in part irrational, in part con-

scious, in part unconscious. When we attempt to place our total dependence only upon the conscious, rational recall of advertising, we are limiting our efforts far more than we should. Many media and creative people have voiced their resistance to such measures by insisting that there is no substitute for judgment and experience.

While I agree with their stand against such limiting research, I suggest that the reasoning supporting their stand is far stronger and deeper than that usually expressed. The fact is that currently the research measures on the qualitative aspects of media response are too limiting and restrictive since, first of all, they do not measure all of the rational response to advertising; second of all, they measure little, if any, of the important non-conscious and irrational effect of advertising, which advanced research has proved over and over again exists.

I know that some resist attempts to develop research measures which cover both areas (rational and irrational response to advertising), because of a mistaken belief that more knowledge will reduce the areas of judgment and make media selection a mechanical process. Their fear is mistaken. The better our analytical tools, the more demands there will be upon the human factor—the human factor which takes the results of these analytical tools and constructs them into imaginative and efficient recommendations.

Mary L. McKenna, *director of research & sales development, Dumont Corp., New York*

In my opinion, the most significant contribution of Pulse's new "Single Yardstick For Broadcast and Print Media" is that it makes a valid attack on what has been a research shibboleth, namely the old worn-out "you can't compare apples and oranges." This old phrase, in itself, can be questioned since there are certain charac-

teristics common to both apples and oranges which can be compared:

- a) Both are fruits
- b) Both are round
- c) Both are eaten by human beings
- d) Both grow on trees, etc.

Similarly, the proponents of the "no



"print and broadcast can be compared"

apples and oranges" school have declared that print and broadcasting cannot be compared. Just as in the case of oranges and apples which are fruit, round and eaten by people, print and broadcasting media have common characteristics which can be compared. As entities, media have value only because people read, look at or listen to them, so that comparable measurement of the "people exposure" is not only proper but necessary.

Since most advertisers are concerned with *size* as well as *characteristics* of audience impact, it is vital that certain types of comparisons be made on the abilities of *schedules* in these media in reaching quantities of people. Since the Pulse "Single Yardstick" measures a common base, all the people in the market, an important step is made in achieving this type of measurement.

The subject of media *effectiveness* is an entirely different one which the new field of motivation research, as well as other sales effectiveness studies, are attempting to evaluate, but as a base point for planning, sheer audience size of schedules in various media must be compared.

Another important contribution which the Pulse "Single Yardstick" makes is that the measurement is concerned with evaluation of a typical ad-

vertiser's schedule, not a comparison of one total medium, per se, versus another. Too much of the media evaluation being done concerns itself with the potential total influence of the medium rather than with the exposure which the advertiser's budget can afford in said medium.

The Pulse "Single Yardstick" is a forward-looking effort to dramatize this need for coming to grips with the basic problem of measuring the size of an advertiser's current schedule impact in any one market, or in media planning, a prognostication of what size impact his available dollars can produce in various local media.

One major problem exists in continuing use of such a measurement and that is to make proper allowance for the varying effectiveness of different types of print ad approaches.

It must be apparent to everyone, though, that if this type of study is to be widely used in the industry, similar studies should be conducted at least once a year (and preferably more frequently) in all of the major markets. Financial support for such studies will obviously have to come from tv and radio stations, agencies and advertisers, since it is quite obvious that newspapers and publications will not welcome this research approach.

Kevin Sweeney, president, Radio Advertising Bureau, New York

RAB is in favor of any move that will reduce the number of yardsticks being used by clients in their media buying.

The prospect that there can ever be



"a stride in the right direction"

a single yardstick for buying is optimistic, at best. We don't think there will ever be one because advertising criteria vary so much.

And no matter what we do the chairman of the board's wife is always going to make a lot of media decisions.

But placing the debate over who reaches the most people per dollar on the same footing is one of the most important steps that buyers and sellers can take. The Pulse study appears to be a good long stride in the right direction.

Remember

When you invest in Maine radio coverage

★ ★ ★ ★ ★

The four stations of the

MAINE BROADCASTING SYSTEM

blanket all Maine's major markets and speak persuasively to virtually all of its effective buying power. No other Maine network can deliver so many radio homes for your advertising dollars.



WCSH ...PORTLAND

WLAM ...LEWISTON

WRDO ...AUGUSTA

WLBZ ...BANGOR

MAINE BROADCASTING SYSTEM

Represented by Weed and Company

going up!

Population in the
La Crosse television
market has
increased almost
10 per cent in the
past year —
more than five times
the rate of the
country as a whole.*

*Sales Management
Survey of
Buyer Power,
May '56,
May '57.

WKBT

Serving
130,000
TV Homes

CBS - NBC - ABC

Represented
by:

H-R TELEVISION, INC.

HARRY HYETT
Minneapolis



CHANNEL **8** LA CROSSE, WIS.

Mr. Sponsor

Frank Trembly: man with 100 bosses

As chairman of the American Gas Association Tv Committee, Frank Trembly is in a unique position: He's actually responsible to some 100 bosses—the various utilities, pipe line companies and appliance and equipment manufacturers who put up the money for the AGA tv effort.

"The gas business was never in tv as an industry, but used to confine its industry advertising to national magazines," Trembly told SPONSOR. "We'd thought of tv but never found the right vehicle. Yet, as the nation's sixth largest industry, we certainly wanted to reach the public with the most powerful mass medium available."

Last fall, Trembly and the tv committee's agency (Lennen & Newell) were searching about for the right program when plans for CBS TV's *Playhouse 90* were announced.

"We moved in fast and took a chance with it," says Trembly.

AGA started on the air in January 1957, putting its entire \$2.25 million tv budget into alternate-week sponsorship of the first half-hour on the 90-minute drama (on 132 stations).



Flying allows Trembly to indulge travel hobby even in the press of business

"After four months on the air, we canvassed all the utilities that share in this effort to decide what we should do after September when our contract runs out. We listed all sorts of program possibilities for them to choose from. The response: 97% in favor of renewing *Playhouse 90*."

And that's just what Trembly did (through Lennen & Newell) this May, AGA plans to spend a \$2.9-million budget on the program for 52-week sponsorship, compared with nine months in AGA's first year on television.

"I think the fact that we're 100 sponsors, not one, has caused us to contribute more to audience-building," says Trembly. "Each

utility wants a big audience for the show in its area. So each utility backs up the show with paid advertising in newspapers and good point-of-sale support."

The AGA staff sends the utilities pictures of the stars to appear in future shows and kits promoting future shows from which the individual utilities can work up their audience promotions.

Trembly, who is director of sales for the Philadelphia Gas Works, has devoted a big chunk of his time to the AGA tv committee. A man in his fifties, tall, grey-haired, with an easy-going manner, he gives an impression of having precisely the kind of vigorous energy he needed to launch this major network tv effort.

His efforts in behalf of AGA earned him industry-wide recognition in the form of the AGA Distinguished Service Award in fall 1956, an honor that has previously been given for research contributions rather than for advertising achievement.

Program choice is nearly unanimous

Says Trembly, "We've figured out that I spent 56 days last year working on this AGA program and I've got to admit that it's been very satisfying time spent. When 97% of an industry composed of rugged individualists who never agree on anything, back up your program choice, you feel pretty good."

The aim of this major network tv effort is, according to Trembly, to promote the use of gas in the home and to show its advantages and "modernity." This message is being put across by Julia Mead who was both the committee's and the agency's choice as "gas industry ambassador."

"I guess all sponsors think their commercials read like Shakespeare," says Trembly. "But I've got to admit we like the job the agency has done for us. We don't want hard-sell or pressure, but persuasiveness. And that's what we're getting, judging from the Schwerin tests of our commercials. This month we intend to do some direct consumer testing. We'll have a 2,000-customer test in Philadelphia to see how our message is coming across." Trembly commended highly the work that Lennen & Newell has done in connection with the Gas Utilities program. "They have worked very effectively in every phase of this operation" he said. "from basic planning to the smallest detail."

It doesn't sound as if Trembly could find any spare time between directing sales and ad efforts for Philadelphia Gas Works and heading up the AGA tv committee. Nonetheless, his major hobby is probably the single most time-consuming one there is: traveling.

"The only concession I make to time is that I fly wherever I'm going, though I'd prefer taking a boat. My wife and I have enjoyed Caribbean cruises, trips to Mexico, Latin America and Europe."

Between trips, he makes his home in the suburbs of Philadelphia, where his two kids (a son and daughter) grew up. His son, an interne at Yale, has made Trembly a grandfather twice over.

"His family is pretty typical of the young married people we like to reach with our advertising effort," says Trembly. "The best customers for new appliances in the home are young people between 20 and 40. People in their fifties don't buy as many new things for the home."

The reason the committee and Lennen & Newell chose *Playhouse 90* was precisely for its mass adult appeal, somewhat weighted toward alert young people.

"It's got a broader appeal as a show than say straight comedy, we think. I know one thing—I get bored pretty easily, but I watch that show every week."



A Date with Del

After a big splash in Chicago and St. Louis radio, and dramatic parts in New York television, Dell has come home to give all Middle Georgia a touch of glamour, genuine southern friendliness, and just plain charm, an air Monday through Friday program at 11 A.M. Her main interests (and those of her viewers) are people — national celebrities, hometown folks, and neighbors doing a job for other neighbors. Her message "gets through" and so will YOUR sales message.

How would you like "A Date with Dell?" Your next campaign needs one!



MACON, GA.

National Rep:

AVERY-KNODEL, INC.



more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station

BALTIMORE

IS EASIER
TO REACH
WHEN YOU
RIDE WITH

WFBR

REPRESENTED BY

JOHN BLAIR AND CO.

News and Idea WRAP-UP

ADVERTISERS

Television will get the major share of the Florida Citrus Commission's new record ad budget.

Radio's share, however, has been cut.

Tv's share of the \$4.4 million ad expenditure for the fiscal year ending 30 June 1958 is set at \$2,145,100. This compares with \$1,740,000 last season.

Benton & Bowles is the Commission's agency.

In another radio success story, RAB reports the Pepsi-Cola test in Muncie, Ind., showed the campaign achieved its three desired objectives:

- 1) Awareness of the product's advertising—doubled.
- 2) Consumption — "healthy" increase.
- 3) Public acceptance of new single-drink sized bottle—volume of distribution up 1.200%.

In the Muncie campaign radio was used to carry the ad load. Results of the test were worked out by Advertest Research in two series of before and after (the fourth week of the promotion) interviews.

New products introduced this week: Helene Curtis new liquid Enden. dandruff treatment shampoo.

People in the news: Sinclair Jacobs, Jr., former account executive at Ted Bates, has joined Pharmaceuticals as product manager for Zarumin . . . Another agency man joining the advertiser ranks is **Robert E. Mott, Jr.** of BBDO who now becomes assistant advertising manager for instant products at Carnation . . . **Howard F. Harris** has been appointed to the newly created position of director of public relations for Corn Products Refining Co. Harris formerly was public information director of the Grocery Manufacturers of America.

C. Paul Amerman has been made merchandise manager and **Arthur F. Connolly** has been named assistant sales manager for Simoniz Co . . . **Richard I. Hirsch** has joined Helene Curtis Industries as assistant advertising manager.

AGENCIES

Mayers Division (Los Angeles) and **Brisacher Wheeler Division (San Francisco)** of **Cunningham & Walsh** are now dropping their individual divisional names.

The two West Coast agencies just recently merged with C&W.

New firms and offices: **W. G. "Bill" Goldsmith** has opened his own ad agency and publicity firm in Los Angeles . . . **Fuller & Smith & Ross** has opened a new office in Pittsburgh. **John A. McKinven, v.p.**, will head the new operation.

Job changes: **West Woodbridge** is now v.p. and member of the New York account executive staff at **Robert Otto & Co.** Woodbridge comes from Esty . . . **Gerald S. Curhan** has joined **Allenger Advertising, Brookline, Mass.**, as an account executive . . . **MacLean Chandler** has left **Harrington-Richard's** to join **BBDO, San Francisco**, as an account executive . . . **Dorothy Chase** has been named production planning director for **David Singer Associates, New York**, and as such will be in charge of media and traffic operations . . . **Robert E. White** is now a v.p. at **Rutledge & Lilienfeld** and will coordinate the operations of the agency's three offices as well as be in charge of client service. White formerly was senior v.p. and a director of **Henri Hurst & McDonald, Chicago** . . . **Harry D. Goodwin** has been appointed director of sales promotion at **Daniel F. Sullivan Co., Boston**. Goodwin comes from **INS, New York** . . . **Ernest L. Ayers** has been added to

the staff of McCarty, Henderson, Enright, Inc., Norfolk, Va., as production manager . . . Bruce Kellett has joined Weston-Barnett, Waterloo, Ia., as assistant account executive . . . Albert W. Kadish has been appointed marketing research associate at Gore-Serwer, New York.

NETWORKS

Hazel Bishop's buy of the *Jimmy Dean Show* for nighttime airing (CBS TV, Saturday 10:30-11 p.m.) has these reasons behind it:

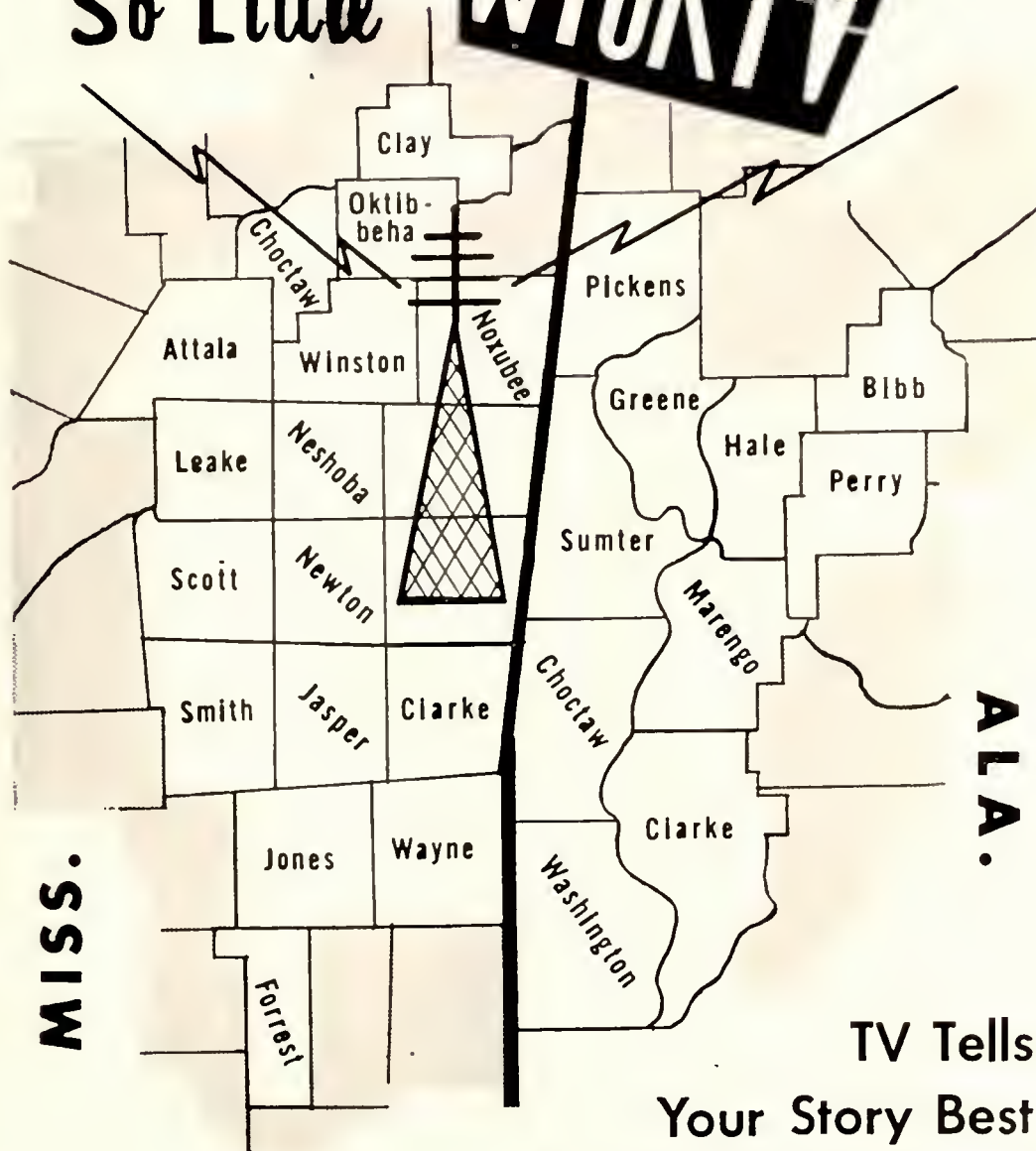
- Teen age appeal
- Rural appeal
- General appeal due to upsurge in popularity of country-western music.

Raymond Spector, Bishop's agency, told SPONSOR this week that they also think young Dean is going to turn in to a "hot" property. The agency points to the spiraling success of Dean's morning show on CBS TV—in a formerly rather barren time slot, 7-7:45 a.m.

Fall tv programming notes: Socony Oil will go network this fall joining American Tobacco as alternate sponsor on *Trackdown* (western series centering around exploits of the Texas Rangers) on CBS TV Friday 8-8:30 p.m. . . . Remington Rand plans to use network tv in the form of *Wally and the Beaver* (situation family series) on CBS TV Friday 7:30-8 p.m. to push its portable typewriters. The alternate week is still open, however. . . . R. J. Reynolds' new sea adventure series on CBS TV Thursday 8-8:30 p.m. has been re-titled *Scott Island* . . . The *Lone Ranger* will ride for General Mills again on ABC TV next fall but in the Saturday 5:30-6 p.m. time slot. General Mills will sponsor. Thus the masked rider will be on view on CBS TV also Saturday afternoons. General Mills and Nestle have already renewed the CBS TV 1-1:30 p.m. version . . . ABC TV also has its new *All Star Golf* show Saturdays 4-5 p.m. three quarters sold out with Miller Brewing taking a half hour each week and Wildroot in for a half hour alternate weeks . . . American Home Products will be the alternate with Borden on NBC

No other medium gives you So Much for So Little

WTOK-TV



TV Tells Your Story Best In This \$625,000,000 Island

With more than 90,000 sets in this isolated market, WТОK-TV reaches more people, more often, than any other medium . . . and it reaches them cheaper, too.

Nielsen shows WТОK-TV reaches 69% of these TV homes every day (before dark), 78% every evening, 80% every week, 82%

every month . . . proving that folks in the Meridian market watch WТОK-TV early and late . . . and often!

If you want more sales push in this market of 640,000 . . . call your Headley-Read Television man, or call us. TV tells your story best . . . and cheapest . . . in the Meridian area!



WTOK-TV

Maximum power 316,000 watts Channel 12

Meridian, Miss.

TV's *Peoples' Choice* Thursday 9-9:30 p.m.

New to network tv: This week Howard D. Johnson Co., the restaurant chain, bought a 13-week participation campaign on NBC TV's *Today* show. The buy does not include the West Coast as the Johnson chain has just recently moved west of the Mississippi. The sponsor will devote some of its time to plug its new chain of motor lodges but heavy emphasis will be on the restaurants and ice cream. Agency is N. W. Ayer.

ABC has had a heavy week of naming executives:

1) Eugene C. Wyatt promoted to national sales manager for ABC TV. Wyatt has been national program sales manager.

2) Thomas C. Harrison became vice president in charge of sales for ABC Radio. Harrison formerly was head of Blair's St. Louis office.

3) Stephen B. Labunski appointed a vice president of ABC Radio, without portfolio. Labunski comes from WDGY, Minneapolis (a Blair represented station).

4) John B. Green appointed manager of ABC TV network program department.

5) Henry Hede named eastern sales manager for ABC TV.

6) John Fitzgerald named director of sales service for ABC TV.

Other personnel notes: Harold Graham, Jr. has been appointed program executive with CBS TV, Hollywood. Graham comes from McCann-Erickson . . . Lucian Davis has been upped to executive producer of CBS Radio Network programs. Hollywood . . . Ernest Fladell has been named manager of sales promotion for NBC TV network sales.

TV STATIONS

Tv applications: Between 10 and 15 June two construction permits have been granted and six applications for new stations were filed.

Construction permits went to WMBD, Inc., for Channel 31, Peoria, Ill. Permit is subject to engineering conditions and WMBD has 30 days in which to file technical information; Central Kansas Television Co. for

Only SPOT RADIO provides the



THESE STANDOUT AIR SALESMEN are typical of hundreds the advertiser employs through Spot Radio. They speak the language of the communities they serve. When live, your sales message reaches listeners with the persuasive warmth of a voice they like, in whose words they believe. When recorded, your message is presented with the implied endorsement of and direct association with a local personality whom listeners regard as a trusted friend.

Elements that make Radio Pay-off

and these major-market stations excel in putting your sales-message across

The advertiser who measures radio by quantity—whether in chunks of time or sheer numbers of commercial “exposures”—just doesn’t understand what makes radio move merchandise.

When TV virtually pre-empted big-time network names, those radio stations depending primarily on networks to attract listeners, suddenly saw the listeners disappear during certain hours.

Yet many major-market stations held their listener-ratings, and kept increasing them. Why? Because those stations, through applied audience-research, developed and intensified the elements that give radio its real selling-power—elements only Spot Radio can provide:

1. *Local interest programming*, which serves listeners throughout the station’s own area

in a personal way no distant program-source can duplicate.

2. *Local selling personalities*, who speak the language of the area they serve, and endow your commercial message with believability that converts ratings into cash-register results.

Over 40 stations in these major markets are represented by John Blair & Company—by far the most important group of markets and stations served by one representative firm.

So when you’re thinking about radio, as most advertisers are, think about the type of radio that Sells—Spot Radio. And talk with your John Blair man, who represents stations giving you a full measure of the elements that make radio pay off.



JOHN BLAIR & COMPANY

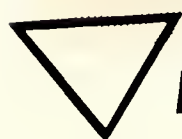
OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
ATLANTA • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

Exclusive National Representatives for

New York.....WABC	Minneapolis-St. Paul...WDGY	Columbus.....WBNS	Wheeling.....WWVA
Chicago.....WLS	Providence.....WPRO	San Antonio.....KTSA	Nashville.....WSM
Philadelphia.....WFIL	Seattle.....KING	Tampa.....WFLA	Binghamton.....WNBF
Detroit.....WXYZ	Houston.....KTRH	Albany-Schenectady-	Fresno.....KFRE
Boston.....WHDH	Cincinnati.....WCPO	Troy.....WTRY	Wichita.....KFH
San Francisco.....KGO	Kansas City.....WHB	Memphis.....WMC	Tulsa.....KRMG
Pittsburgh.....WWSW	Miami.....WQAM	Phoenix.....KOY	Orlando.....WDBO
St. Louis.....KXOK	New Orleans.....WDSU	Omaha.....WOW	Savannah.....WSAV
Washington.....WWDC	Portland, Ore.....KGW	Jacksonville.....WJAX	Wichita Falls-
Baltimore.....WFBR	Louisville.....WKLO	Knoxville.....WNOX	Amarillo.....KWFT-KLYN
Dallas-Ft. Worth.....KLIF-KFJZ	Indianapolis.....WIBC		Bismarck.....KFYR

KTBS-TV
Gives You

MORE
FOR YOUR
MONEY
in the
SHREVEPORT
MARKET



Here's Proof!

- *316,400 HOMES in KTBS-TV AREA
- 31,900 homes MORE than station B.
- *157,980 TELEVISION HOMES in KTBS-TV Area
- 13,120 MORE than station B.
- *136,860 HOMES REACHED MONTHLY by KTBS-TV
- 6,740 MORE than station B.
- *131,870 HOMES REACHED WEEKLY by KTBS-TV
- 5,120 MORE than station B.

*Latest Nielsen Survey

MAXIMUM POWER

KTBS-TV
CHANNEL
3
SHREVEPORT
LOUISIANA

E. NEWTON WRAY, President & Gen. Mgr.

NBC and ABC

Represented by

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Channel 11. Garden City, Kan., permit allows 53.7 kw visual.

Applications were made by: Wistenn, Inc., Milwaukee, for Channel 48. Mobile, Ala., 23.25 kw visual, with tower 185 feet above average terrain, plant \$137,797, yearly operating cost \$180,000; Wistenn, Inc., Milwaukee, for Channel 23, Des Moines, 22.21 kw visual, with tower 214 feet above average terrain, plant \$144,465, yearly operating cost \$180,000; Acadian Television Corp. for Channel 3, Lafayette, La., 50 kw visual, with tower 942 feet above average terrain, plant \$702,838, yearly operating cost \$525,000; Crescent City Telecasters, Inc., Shreveport, La., for Channel 12. New Orleans, 316 kw visual, with tower 1352 feet above average terrain, plant \$892,442, yearly operating cost \$1,080,000; Duhamel Enterprises, Inc., Rapid City, S. D., for Channel 4. Hay Springs, Nebr., 100 kw visual, with tower 649 feet above average terrain, plant \$165,000, yearly operating cost \$18,000 (as satellite of KOTA-TV, Rapid City); and Atlantic Coast Broadcasting Corp. for Channel 4. Charleston, S. C., 58 kw visual, with tower 367 feet above average terrain, plant \$222,500, yearly operating cost \$425,000.

New affiliations: WFGA-TV, Jacksonville, Fla., will become a basic NBC TV affiliate when it begins operations in mid-summer.

WGAL-TV, Lancaster, Penna., received the Award of Merit at the 26th annual management conference of the National Advertising Agency Network last week for its advertising campaign which ran in SPONSOR . . . WISN-AM&TV, Milwaukee, has moved to its new \$1.25 million communications center at 19th and Wells Sts.

People in the news: William E. Daley, former sales manager for WTCN Radio, Minneapolis-St. Paul, has been made local sales manager for WTCN-TV . . . Willard "Bill" Fraker has been named local sales manager for WFGA-TV, Jacksonville.

GOING PLACES
W J A N
SPARTANBURG, S.C.
Call: Grant Webb & Co.

if it is . . .

3 P.M.

when you read this

1,120,679
WOMEN

are actually watching "Dame-time" programs on the Television Stations represented by PGW.



The first N.Y.C. agency account executive who gives the time he read this ad to George Castleman, YU 6-7900 will receive a portable TV set.

ASK YOUR COLONEL!

PETERS, GRIFFIN,
WOODWARD, INC.

TELEVISION SALES
250 Park Ave., New York, N.Y.

BMI

BOOK PARADE
America's Most Widely
Listened-to Book Program
THESE BOOKS:

- "Alexander Hamilton and the Founding of the Nation"—Richard B. Morris, ed.
- "Forty Days of Musa Dagh"—Franz Werfel
- "Greenwillow"—B. J. Chute
- "The Bible As History"—Werner Keller
- "A Farewell to Arms"—Ernest Hemingway
- "Narratives of Exploration and Adventure"—John Charles Fremont
- "The Daughter of Time"—Josephine Tey
- "The Government Inspector"—Nikolai Gogol
- "Invitation to Poetry"—Lloyd Frankenberg
- "The Revolt of Gunner Asch"—Hans Hellmut Kirst

THESE REVIEWERS:
Dumas Malone; Gilbert E. Govan; Bernardine Kielty; Richard Powell; Frederick J. Hoffman; David Laverder; Nina Brown Baker; David Magarshack; Donald Elder; C. L. Douglas.

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD
TORONTO • MONTREAL

PICTURE WRAP-UP



Formal opening of KONO-TV, San Antonio (on the air 20 January) was celebrated with three-day open house. Meeting guests at new studios are (l. to r.) Lafayette Ward, stockholder; Bob Roth, com'l mgr.; Randolph Scott; J. M. Brown, gen. mgr.; Gene Roth, pres.



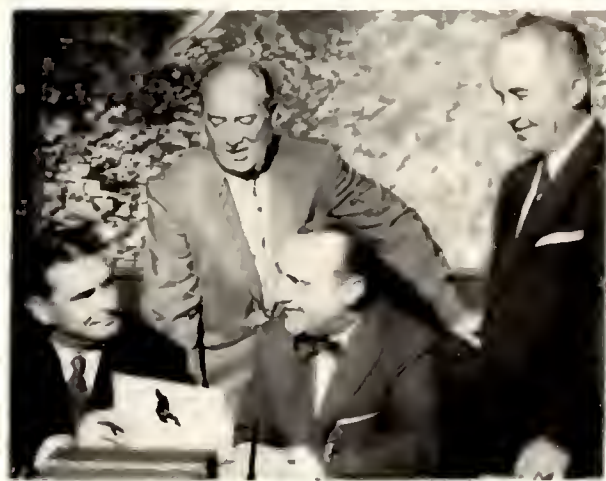
Wide Wide World remote from "Indian City," Anadarko, Oklahoma, was assisted by facilities and crew of WKY-TV, Oklahoma City. Scenes were part of special telecast on the "American Indian." Three NBC TV men and 11 from WFAA-TV, Montgomery, completed staff



Coffee Klatch audience of 10 women invaded the suburban home of Mrs. R. Steers, site of a "listener remote" segment of a WHDH, Boston program



First shovelful in groundbreaking for new facilities of KFSD-TV and Radio, San Diego. William Coetze, exec. v.p. and gen. mgr. (l.) helps San Diego Mayor, Charles C. Dail



Sale of KCOP for \$1 million is completed by (l. to r.) Kenyon Brown (one of buyers); Ray Hamilton (handled negotiations); Jack Heintz, v.p., gen. mgr., KCOP, Los Angeles; Paul O'Bryan, buyers counsel



Popeye day at Macy's is result of tie-in promotion by A.A.P., distributors of Popeye cartoons on tv. WPIX, New York, is running series and Macy's. Campaign will go to other areas

Tagged fish worth \$25,000 goes into Lake Michigan. Tossing is Jean Bayes, tv actress and Henry T. Sjogren, assistant general manager, WNBQ, which is staging contest



The **NEW** adventures of **CHARLIE CHAN**

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.



Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

Fla. . . . **Dean McCarthy** has been made assistant to the president to handle national sales at WITI-TV, Milwaukee. McCarthy will also continue as program director, with **Lawrence Turet** assigned to assist McCarthy while continuing to supervise promotion and public relations. Also at WITI-TV, **Leon Dolnick**, account executive, has been made merchandise manager . . . **Jim Halpin**, has joined WSBT-AM&TV, South Bend, as promotion manager . . . **Judd A. Choler** has joined WFMV-TV, Greensboro, N. C., as promotion manager . . . **Charles C. Crockett** has been made general sales manager and **Robert Costa** local sales manager for the Hawaiian Broadcasting System, Ltd. (KGMB-TV, KMAU-TV, KHBC-TV) . . . **Edward E. Kash** has joined WFBM-TV, Indianapolis, as an account executive in the sales department.

RADIO STATIONS

Now that daytime radio is booming, many stations are taking a second look at their nighttime offerings. The Westinghouse radio group looked and this week came out with a new idea—lateral programming.

This is a programming concept "structurally built Sunday through Saturday with the same theme in all shows, yet a different aspect of that theme in each program." Running theme is behind-the-scenes. Titled *Program P.M.*, the new concept combines flexibility with regularity.

Lateral programming will debut on WBC's five powerhouse stations 24 June.

WWCA, Gary, Ind., is making available to advertisers copies of the recently compiled Fitzsimmons Negro Survey of its area.

Survey covers comparative study of change in the city's population by color and sex, distribution of Negro population by age and sex, income, labor force, Negro consumer market growth, etc.

Focus on personalities: **David H. Morris**, manager of KNUZ, Houston, is buying 10% interest in the station and will become a member of the owner company, the Veterans Broadcast-

You're in
good company
on WGN-RADIO
Chicago



**Top-drawer advertisers
are buying WGN**

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

**HOW WARM IS
DENVER IN DECEMBER?**



ASK YOUR COLONEL!

The weather in Denver (or Des Moines or Davenport) can mean dollars or deficits to the advertisers of a great many products. Your Colonel has a month by month picture of the weather in 27 markets.

**PETERS, GRIFFIN,
WOODWARD, INC.
TELEVISION SALES
250 Park Ave., New York, N.Y.**

ing Co. . . William C. Rhodes has joined KNEW, Spokane, as general sales manager. Rhodes has been manager of KLER, Lewiston, Idaho for the past four years . . . Jack Cosgrove has been promoted to the position of sales manager of WTCN, Minneapolis . . . William W. Grigsby has joined KMBC-KFRM, Kansas City as an account executive . . . James P. Boysen has been named program director at WLOL, Minneapolis-St. Paul . . . James F. Jae has been promoted to the newly created post of station manager at KLLK, Jefferson City, Mo. At the same time Bob Benedict will succeed Jae as sales manager . . . Jack Irvine moved from general manager of KVAN, Portland, Me. to general manager of KROW, Oakland, Calif. In addition Irvine will also be general manager of the Sheldon F. Sackett properties which include KROW, KVAN, KOOS, Coos Bay, Ore., and the Coos Bay Times. At the same time Larry Lau has been advanced from general sales manager to general manager of KVAN . . . Al Vane has been promoted to program director for WMBR, Jacksonville, Fla. . . John

H. Norton, Jr., has been named vice president and general manager of the Oliver Broadcasting Corp. (WPOR, Portland, Ore.).

COMMERCIALS

TCF-TV, the 20th Century-Fox subsidiary, is expanding its film commercials production group.

Added personnel includes: Chester Glassley, former president of Five Star Productions; Penrod Dennis, of Y&R; Joseph Orlando and Howard French, both formerly of Five Star.

Mobilux, the dancing, floating images created by John Hoppe that caused so much comment when viewed on NBC TV's *Ernie Kovacs Show* earlier this year, will now be used in tv commercials.

Robert Davis Associates is currently at work on the first four commercials to use the new animated figure technique.

Mobilux will be used this fall in announcements for Kellogg's Special K High Protein Cereal, Lux Liquid

HOW MANY SERVICE STATIONS IN SAN FRANCISCO?



ASK YOUR COLONEL!

If the number of outlets for Tires, Batteries and Accessories is not important to you . . . food stores might be. Your Colonel has that information, too . . . in 27 markets.

PETERS, GRIFFIN,
WOODWARD, INC.
TELEVISION SALES
250 Park Ave., New York, N.Y.

TV in Fresno-
the big inland California
market means

K M J • T W
• Basic NBC-TV affiliate
• Best local programs



Paul H. Roymer Co., National Representative

You're in
good company
on WGN-RADIO
Chicago

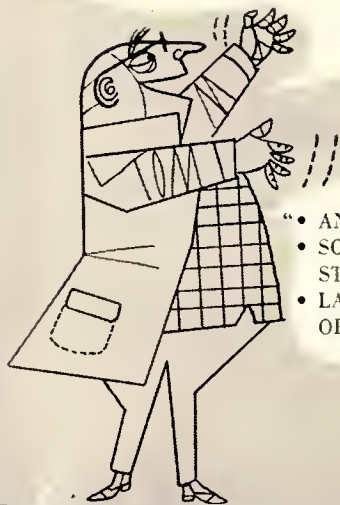


Top-drawer advertisers
are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

Men in TV production all say:

"The best spots come from Jamieson"



• ANIMATION
• SOUND
• STAGE
• LABS AND
OPTICALS"

**JAMIESON
FILM COMPANY**

3825 Bryan • TA 3-8158 • Dallas

"clients include:

Fitzgerald Advertising Agency
Crawford & Porter Advertising, Inc.
McCann-Erickson, Inc.
Tracy-Locke Company, Inc."

Detergent, Olympia Beer and Wilson Ham.

New appointments: Edward C. Dowden has joined Shamrock Studios, Winter Park, Fla., as director of advertising and publicity.

Martin Low has been appointed to the newly created post of vice president in charge of sales at Robert Lawrence Productions. In his new position Low will coordinate the activities of the firm company's main headquarters with its branches and affiliates.

FILM

Madison Avenue was exposed to the details of the NTA Film Network's Triple Exposure Plan this past week. (For some details on cost, see SPONSOR-SCOPE in this issue.)

Agencies hearing the pitch included JWT, BBDO, D-F-S, FC&B, Bates, B&B and C&W.

TEP represents NTA's second big step in building its film network. Already on the air is *Premiere Performance*, a package of 20th Century-Fox features being shown weekly on 134 video outlets.

The new plan provides for the programming of three half-hours on Monday, Wednesday and Friday between 7:00 and 11:00 p.m., according to William Koblenzer, network sales manager.

The network reports assurances of clearances from affiliates in about a dozen top markets, plus about 60 others. NTA is aiming for clearances on 110 stations covering an estimated 93.6% of U.S. tv homes, feels the top-market assurances already in will grease the way for the rest.

TEP, which resembles NBC Radio's old Tandem Plan, provides for three advertisers. Each would have a one-minute commercial plus opening and closing billboards on each of the three different shows to be programed. The three shows will be *How to Marry a Millionaire*, produced by 20th Century-Fox and two shows produced by Desilu, *This Is Alice* and *The Last Marshal*.

The healthy state of the film re-run business has been underlined by one of the biggest library sales in recent years.

The deal involves the sale of seven

WREN MOVES OUT FRONT



With ALL-NEW Facilities

New offices . . . all new studio facilities! Yes, WREN, the station that moves your goods, is moving our place of business. And now, WREN alone in Topeka operates from facilities specifically built for radio broadcasting. Advertisers, thanks! Your confidence in WREN has prompted this confident forward step.

5,000 Watts Topeka, Kansas

WREN

Rep. by John E. Pearson Company

if it is . . .

4 P.M.

when you read this

1,218,128 WOMEN

are actually watching "Dame-time" programs on the Television Stations represented by PGW.



For full details and latest availabilities

ASK YOUR COLONEL!

PETERS, GRIFFIN,
WOODWARD, INC.

TELEVISION SALES
250 Park Ave., New York, N.Y.

programs with 368 episodes to WOR-TV, New York, for a reported \$500,000. The sale was made by Ziv's Economee TV outfit.

Programs include *Science Fiction Theatre*, *Favorite Story*, *Meet Corliss Archer*, *Eddie Cantor*, *Your Television Theatre*, *Boston Blackie* and *Times Square Playhouse*. They will be used in both vertical and horizontal block programming.

A new production and distribution firm, Telestar, Inc., has been formed by Bernard L. Schubert and Sy Weintraub.

Telestar will not only make and sell films for tv, but will be involved in feature films and station ownership. Weintraub, one of the founders of Flamingo Films, is president of KNMG-TV, Minneapolis, and WKIT, the latter a radio station on Long Island near New York City.

Among new properties of Telestar is *White Hunter*, which Schubert has already gotten underway in Africa. Schubert will throw about 400 half-hours into the corporate pot.

REPS

Adam Young, Inc. has just completed and released the second study in a series on radio's changing profile.

Special report number two asks "How Important Is Coverage?"

While not trying to minimize the importance of station's facilities, the study emphasizes two main themes:

- "Implied effectiveness" based on facilities alone cannot measure a station's true advertiser value.

- Stations and markets vary and must be reappraised often in view of the dynamic changes taking place in radio.

This week Petry opened its eighth office. The new operation in Boston

will be managed by Bill Walsh who also heads up the tv department.

Francis Howard has been put in charge of radio sales for the New England area.

Walsh comes to Petry from WEEI, Boston, and Howard from the Charles H. Nolan ad agency.

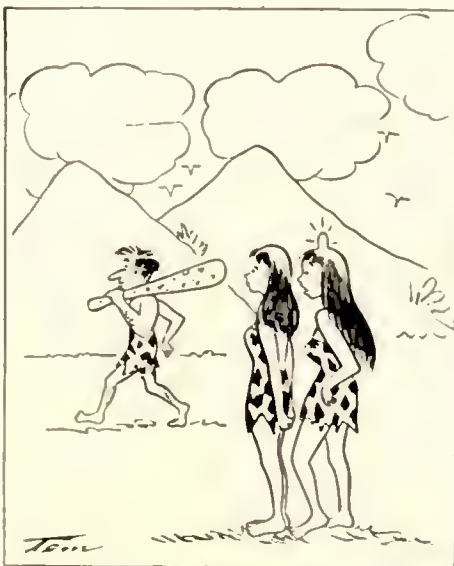
CBS Radio Spot Sales has also opened a new branch office in St. Louis. This brings total number of offices to seven.

New appointments: Avery-Knodel as national rep for WIBW-AM&TV, Topeka . . . Simmons Associates as national rep for KSJO, San Jose, Calif.

FINANCIAL

Stock market quotations: Following stocks in air media and related fields are listed each issue with quotations for Tuesday this week and Tuesday the week before. Quotations supplied by Merrill Lynch, Pierce, Fenner and Beane.

Stock	Tues. 11 June	Tues. 18 June	Net Change
<i>New York Stock Exchange</i>			
AB-PT	23 ¹ / ₄	23	- ¹ / ₄
AT&T	177	176 ³ / ₄	- ¹ / ₄
Avco	6 ⁵ / ₈	6 ⁵ / ₈	
CBS "A"	33 ¹ / ₄	32 ¹ / ₄	- ¹ / ₄
Columbia Pic.	18 ⁷ / ₈	19 ¹ / ₄	+ ³ / ₈
Loew's	20 ⁷ / ₈	19 ⁷ / ₈	- ¹ / ₈
Paramount	36 ¹ / ₄	35	- ¹ / ₄
RCA	37 ¹ / ₄	38	+ ³ / ₄
Storer	26 ³ / ₈	26 ¹ / ₄	- ¹ / ₈
20th-Fox	29 ¹ / ₄	29 ¹ / ₄	
Warner Bros.	24 ³ / ₄	24 ⁵ / ₈	- ¹ / ₈
Westinghouse	63 ³ / ₄	65 ⁵ / ₈	+ ¹ / ₈
<i>American Stock Exchange</i>			
Allied Artists	33 ¹ / ₄	37	+ ³ / ₄
C&C Super	7	4 ³ / ₈	- ³ / ₈
Du Mont Labs.	5 ¹ / ₄	5	- ¹ / ₄
Guild Films	3 ³ / ₈	3 ¹ / ₂	+ ¹ / ₈
NTA	7 ⁵ / ₈	8 ¹ / ₄	+ ³ / ₈



"Those KRIZ Phoenix air personalities make the biggest impression!"

if it is . . .

2 P.M.

when you read this

1,051,245 WOMEN

are actually watching "Dame-time" programs on the Television Stations represented by PGW.



For full details and latest availabilities

ASK YOUR COLONEL!

PETERS, GRIFFIN,
WOODWARD, INC.

TELEVISION SALES
250 Park Ave., New York, N.Y.

Keep your eye
on these
Plough, Inc.
stations:

Radio Baltimore

WEAO

Radio Boston

WCOP

Radio Chicago

WJJD

Radio Memphis

WMPS



They're
the
most!

KSON

66¹/₉

San Diego's No. 1 Radio Station

PULSE

"Out of Home" & "In Home"

Represented Nationally by FORD & Co.



coverage

If you want radio coverage in New Jersey—we're the boy with the pail.
WVNJ delivers more listeners than any other radio station
broadcasting from New Jersey. Almost twice as many
as the next 2 stations combined.*

*Source - Hooper - Jan. Feb.

WVNJ delivers this audience for less money than any radio station
in either New York or New Jersey. No other metropolitan
station comes anywhere near it.

(31c per 1000 homes)

WVNJ is your safest advertising buy because not only
does it have superb programming (it plays only Great Albums
of Music from sign on to sign off) but it backs that programming
with the heaviest promotional schedule of any independent
radio station in America.

Check its impressive list of national and local advertisers.
There's no better proof of a station's power to produce.

WVNJ

Newark, New Jersey

RADIO STATION OF The Newark News



Represented by:
Broadcast Times Sales
New York OX 7-1696

WASHINGTON WEEK

22 JUNE
Copyright 1957
SPONSOR PUBLICATIONS INC.

The sizzling heat this week didn't wither the crop of speculation over such topics as:

- Will there be a much sharper bite to the stuff report on network practices which the Senate Commerce Committee is about to release?
- Will the Department of Justice take its cue from the recommendations of this report (as well as the Celler Committee's) to start court actions on the criticized practices?

Latest line on the Senate Committee's report: Unless it is watered down for final approval, this drastically-phrased document will offer specific recommendations on modification of option time and must-buy policies.

In the pause between Congressional reports on network practices, fee tv has taken over the industry spotlight.

Three major incidents occurred in that area this week:

1. FCC Commissioner T. A. M. Craven told the D.C.-Maryland Broadcasters they're just trying to hold up the wheels of progress when they seek to halt the coin-box system. Fee tv, Craven warned them, is coming in some form and the only question open—as far as the FCC is concerned—is the nature and the extent of the trial.

2. NARTB president Harold E. Fellows teed off in the opposite direction. He told Congress in a letter that it was up to the lawmakers to make the necessary decisions on fee tv. Argued Fellows: Fee tv would place free tv in jeopardy and a test only would confuse the issue.

3. Sen. Strom Thurmond introduced a bill to prohibit the pay system. The bill is similar to the one authored earlier by Rep. Emanuel Celler, chairman of the House Judiciary Committee.

Craven also had some blunt things to say about those in the industry who run to the government for protection.

He said he meant not only those who want to be protected from fee tv competition but inferentially, at least—the uhf-ers who ask for special protection against vhf competition.

Craven's keynote: The broadcasters can't have their cake and eat it, too. If they want freedom from excessive government regulation, they shouldn't ask Washington to help them run their business or protect their investments.

This, declared Craven, is not the stuff which made American radio-tv great.

Instead, he ended, it is the route toward government censorship and complete government dictation over broadcasting.

The FTC's latest complaint in the field of air media actually involves the telephone more than broadcasting.

A California furrier, Benjamin Caniglia, sponsors a radio program, but what the FTC doesn't like is his calling up people at random to tell them they won a prize on it.

The prize: A credit check. Moreover, complains the FTC, when the bearer enters the furshop, Caniglia ups the price by the amount of the credit check.

Personal income in May was \$1 billion higher than in April.

According to the Commerce Department, the May level was at a seasonally adjusted rate of \$340.5 billion, or \$17.5 billion over what it was in May 1956.

THANK YOU, SRDS,
FOR YET ANOTHER
PROOF OF SPONSOR'S
DOMINANCE IN THE
BROADCAST FIELD

SRDS has newly released its study of agency and advertiser trade paper readership. Here are some typical findings:

1. Broadcast magazines read for tv information: SPONSOR, 60.4%; B/T, 53.2%; TV Age, 40.2%; Television, 34.2%.

2. Broadcast magazines read by agency and advertiser personnel who regularly participate in selection of radio station time: SPONSOR, 66.4%; B/T, 60.3%.

3. Broadcast magazines read by New York advertisers for tv information: SPONSOR, 58.3%; Television, 33.3%; TV Age, 24.0%, B/T, 19.4%. For radio information: SPONSOR, 46.0%; B/T, 16.2%.

4. Broadcast magazines read for radio information: SPONSOR, 59.6%; B/T, 53.0%.

SPONSOR HEARS

22 JUNE
Copyright 1957
SPONSOR PUBLICATIONS INC.

Man-bites-dog episode of the week:

Helen Horrigan, media director of Charles F. Hutchinson, Inc., Boston, staged a cocktail party at the Lexington Hotel for the reps who periodically come up from New York to visit her.

In estimating the cost of a film commercial series, a Park Avenue agency forgot to include salaries for extras.

The oversight—as the client found out—came to \$20,000.

There are so many Ph.D's working in McCann-Erickson research that at times the interdepartmental phone calls sound like a Hollywood hospital movie.

The illusion deepens when McCann executives are told several times a day by their secretaries, "Dr. calling."

The we-get-it-for-you-free boys in Hollywood now are directing a fast pitch to trade groups.

For instance, one of them wrote the Asphalt Institute: "Why spend thousands in radio or tv advertising when for a fee we can get shots of asphalt roads in films made for television?"

Bing Crosby needs money for that library he's building for his alma mater, Gonzaga. So he has:

1) Agreed to appear in film commercials for the American Gas Association's special Christmas promotion campaign.

2) Insisted that CBS throw in a few tv shows with the Ford radio deal.

P.S.: JWT says the Ford deal stands, with or without Crosby.

Next week marks one year since Milton Biow folded his agency. So SPONSOR HEARS thought it appropriate to trace the whereabouts of some of his people.

Best wishes for a Happy Anniversary to these ex-Biowites now at:

F. Kenneth Beirn	R&R	William Mahu	L&N
Louis Berger	Schlitz	Edward Meyer	Grey
Everett Bradley	JWT	John Schneider	L&N
Robert Bragarnick	Revlon	Al Sessions*	R&R
Col. Robert Branch	Schlitz	Don Severn*	Bates
E. L. Deckinger	Grey	Will Shelton	Compton
John Garabrant, Sr.	DSF	Walter Smith	Esty
Robert Goldsmith	Harry B. Cohen	Jerome Stolzoff	Grey
Allen Hahn	Joseph Katz	Jack Tarcher	L&N
David Halpern	Joseph Katz	Leonard Tarcher*	L&N
Philip Hinerfeld	K&E	John Toigo	Schlitz
Dorothy Houghey*	Grey	Sam Vitt*	Bates
Sol Israel*	Ayer	Gerard Van Horson*	Bates
Kenneth Kearns*	Grey	Ethel Wieder*	Grey
John Kucera*	Bates	Isabelle Ziegler*	Ayer

Note: Those marked with an asterisk composed the main Biow timebuying crew.

You may be a "flop" at the Charity Ball, but...



**ARB proves
you're "solid"
when you pick
WKZO-TV
in KALAMAZOO-
GRAND RAPIDS**

The March 1957 ARB Report shows that WKZO-TV is first in 327 out of 416 quarter hours—or 78.6% of the time! Ask Avery-Knodel for ALL the comparisons!

**AMERICAN RESEARCH BUREAU
MARCH 1957 REPORT
GRAND RAPIDS-KALAMAZOO**

TIME PERIODS	Number of Quarter Hours With Higher Ratings	
	WKZO-TV	Station B
MONDAY THRU FRIDAY		
8:00 a.m. to 6:00 p.m.	143	57
6:00 p.m. to 11:00 p.m.	94	6
SATURDAY		
8:00 a.m. to 11:00 p.m.	50	10
SUNDAY		
9:00 a.m. to 11:00 p.m.	40	16

NOTE: Survey based on sampling in the following proportions — Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.8%), Battle Creek (18.5%).



The Feltzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
for Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

You're in good company on WGN-RADIO Chicago



Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

People who know

stay at the
Hotel Lexington

- 3 Minutes from Grand Central
- Convenient to Fifth Avenue Shopping
- All Outside Rooms with Tub and Shower
- Radio; Television; Circulating Ice-Water

delightfully
AIR CONDITIONED



HOME OF THE FAMOUS
'Hawaiian
Room'

Known For Authentic
Hawaiian Cuisine and
Native Entertainment

see your
local travel agency
or write to Promotion
Dept. for Brochure 180.

Hotel Lexington

LEXINGTON AVE. at 48th ST.
NEW YORK CITY, 17

BOSTON—HANCOCK 6-6625
CHICAGO—DEARBORN 2-4432
MIAMI—FRANKLIN 9-8331

ELITE CHICKS


(Continued from page 39)

ing facilities, came across Vance's mind but he decided to put his plight on WMT.

He offered the 8,000 chicks at an additional \$2 per hundred off. With one short announcement he accomplished his goal—the chicks were saved. By 3 p.m. that same afternoon he was sold out because customers drove through the raging snowstorm from miles around to take advantage of this radio special.

Earlier this year McCray had 20,000 chicks on hand. More chicks—bigger campaign. Again he was sold out within a few hours. This time he used only three WMT farm-time announcements to do the job!

McCray, an Iowa State College agricultural journalism advertising graduate, attributes 90% of his sales directly to WMT radio. His appreciation was shown recently when he was host at a dinner party for his WMT friends, including the engineer on his program.

The menu: delicious Char-broiled Chicken with all the trimmings. 

AMERICAN DAIRY

(Continued from page 35)

single units in the food store business so that Missoula, Mont., for example, is important to us even if it isn't to General Foods."

Ad Director Coleman and his ADA and agency advertising pros will spend most of the summer detailing the commercial treatment on Como. They have filmed announcements in the works now, and are thinking of new approaches which will contrast with what's been done on Disneyland.

In the Disney show there were four segments plotted in a stylized format. Each provided a natural commercial lead in, with ADA combining animation—which aided the transition from and to Disney's animations—with live action. Como is neither stylized nor animated, says Coleman, so he's planning to use highly informal live-action in commercials and to reduce animation in filming.

One animated figure will remain, and he's an engaging little man called Mr. Moo. Mr. Moo serves as an identification device carried in all print and

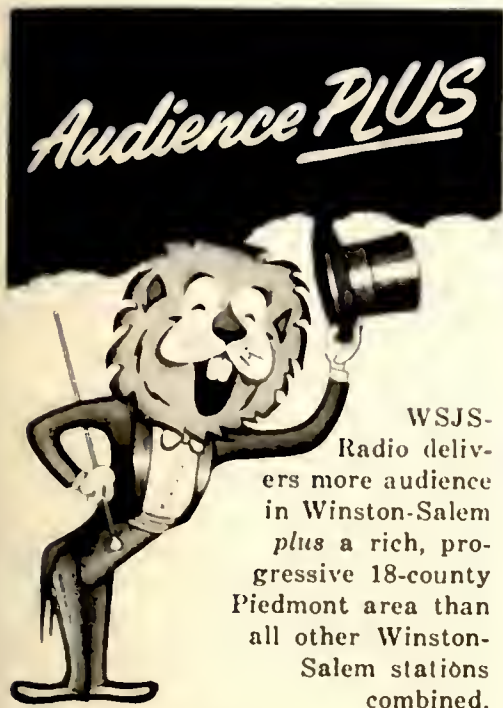
BEST SHOT OF THE YEAR



"Radio and Television Basics are as essential to an agency as a good client. They're required reading for timebuyers, account supervisors, executives and copy people. They're easy to read, too."

Don P. Nathanson
president,
North Advertising Inc.,
Chicago

IN USE 20 JULY AD DEADLINE 2 JULY



Audience PLUS

WSJS-Radio delivers more audience in Winston-Salem plus a rich, progressive 18-county Piedmont area than all other Winston-Salem stations combined.

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA

NBC for { WINSTON-SALEM
GREENSBORO
HIGH POINT
5000 W • 600 KC • AM-FM
AFFILIATE
HEADLEY-REED, REPRESENTATIVES

**Shreveport's
ONLY
ALL
NEGRO
PROGRAM
STATION!**

That's why KANV is
THE station to use to
reach this richer-than-
average Negro market.

Write, call or wire the KANV
Representative in your area—NOW!

KANV

1050 kc - 250 Watts - DAYTIME
SHREVEPORT, LOUISIANA

ty advertising, a modernistic line drawing of a small caricatured male.

ADA's commercials cost a lot of money, much more proportionately than most national advertisers spend. The association estimates film and live commercial production for tv this coming year will cost about \$300,000. One reason for the high figure is that there are five products to be "sold" and each takes a different commercial treatment with widely varying copy appeals.

Many of the commercials are tied in with national advertisers (such as Pillsbury, for butter cookies) and may be used only twice.

Coleman plans to do a lot of the Como program commercials live, some of them as cut-ins from Chicago because ADA is headquartered there. "There are many new possibilities, and we want to be both flexible and versatile as our star and his show are."

"Como is the best show we could buy," he adds, "and from every possible standpoint in addition to the obvious one of audience. We're getting a fine personal association with him as we did with *Disneyland*. His is a Horatio Alger type story. We get a connotation of snow white pureness in both shows. Some network performers, despite their popularity, would just be impossible for us to sponsor."

The snow white pureness of which he speaks has many difficult-to-describe facets. Dairymen, even more than farmers, are concerned with cleanliness—of a physical kind. The purity of the milk they produce is primary. They tend to fall into the class of clean-living, solid citizens. All of these intangibles must go into advertising decisions made by the ADA staff, and into all strategy set by ADA's general manager, Martin J. Franberger, and its dairyman president, Lyman D. McKee of Madison, Wis.

This same "purity" is reflected in the radio commercials which took the air last month to herald the June Dairy Month promotion. They're bright, sparkling and relaxing in musical mood as well as in (a few well-chosen) words.

NBC Radio's new 20-10 plan gives the dairy group a chance to use semi-saturation schedules on a network basis for 26 weeks in every 52. The pattern is flexible here, too. Dairy commercials—10 one-minutes and 10 30-seconds—are broadcast each week for two weeks on weekday days only. The quantity peaks on Thursday and Fri-

"THE SQUARES"



MOM



POP

(Adults who can buy)

LISTEN TO

KiTE

"Cool Cats" Get Their
Kicks Elsewhere

More San Antonio
Mommies and Papas Listen
Daily to KiTE Than To
Any Other Station

NCS #2

Call Avery-Knodel, Inc.

Denver's

KTLN

Most

KTLN

**Listened-to*

KTLN

Independent

KTLN

*79% weekly penetration

day, prime shopping days for housewives, and cuts off for weekends.

This is costing about \$11,000 weekly, says Coleman, and is "good across-the-board added coverage to our television and print schedules." The network radio commercials, as those on tv, are tied directly to major dairy promotional events.

Commercials and print copy are planned—some a full year in advance—to correlate with ADA's own themes and those of participating food manufacturers.

This month, ADA is giving June Dairy Month the biggest promotional emphasis in its history. The five major cooperating advertisers, splitting costs and ideas in all major media, are Campbell Soup Co., Quaker Oats, National Biscuit Co., General Foods and General Mills.

June Dairy Month is set up as a separate corporation by ADA, but the same principals develop this special promotion along with the entire advertising and merchandising program. Campbell-Mithun people include Johnson, Phelps Johnston, vice president and account supervisor; Paul Ingvaldson, tv and radio producer, and Ted LeMaire, tv and radio copy chief.

They work with ADA Merchandising Director Clinton E. Hentrick and Public Relations Director Frank R. New in effecting the ad program drawn by Coleman and Framberger.

Coleman and his advertising committee of dairymen have a lot of future ad plans. In the near future, he'll use some spot television to fill in a few network holes. And "certain promotion events also lend themselves well to the additional 'muscle' of radio.

"In the years to come, it is not inconceivable to imagine an advertising plan that would feature continuous programs of selling on two or three top television shows. One of these might be a color tv program, another might be a daytime program reaching directly at America's housewives. And perhaps we might have radio programs that back up and fill in the holes."

Because of NBC Chicago's experimentation in color television, Coleman has had a good opportunity to see the full-color tv potential for his dairy "products." As color is becoming more standard in his print advertisement, he's anticipating the day when his home economists can show mouth-watering foods on tv in full color. That day will come in September, because the Como show is a colorcast.



audience among TOP 10 in America"



(WLW radio world)

A C. Nielsen Company reports - WLW Radio consistently with one of the 10 largest audiences of the more than 870 Radio Stations in America. And WLW Radio gives you the nation's 5th largest unduplicated radio audience. SO BEFORE YOU BUY RADIO TIME, check with your WLW radio representative. (You'll be glad you did!)

Network Affiliations: NBC; ABC; MBS **Sales Offices:** New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco

Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas Crosley Broadcasting Corporation, a division of



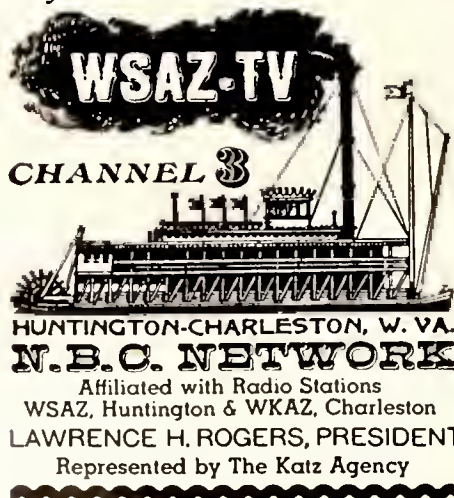


ALL ABOARD!

Oldtime Ohio River steamboat whistles let passengers know it was time to get under way. The more forceful the whistle, the bigger the boat . . . the more passengers it could carry . . . the faster it took them further.

Similarly, the latest Nielsen figures sound a forceful blast for WSAZ-TV in today's busy Ohio River market. With an audience of over half a million TV homes in 69 counties, WSAZ-TV reaches (says Nielsen) 100,580 more homes on weekday nights than the next-best station. And it's the consistent leader around the clock!

This is impressive traveling—and to very prosperous ports of call where income has never been so high. Get aboard this prime mover of goods and let WSAZ-TV blow your own whistle where it will be heard — and heeded — most. The gangway is down at any Katz office.



Reps at work

Roy Miller, Midwestern radio sales manager. The Katz Agency, Chicago, says: "It's been suggested that spot can be given the semblance of a 'network buy' by quoting an over-all price for a list of stations when bought as a group. On the surface, this method of buying spot is intriguing, but it negates the inherent advantages which make spot such an effective advertising medium. Its significant advantage is that it permits the timebuyer to pick the best buy in each market. By its very nature, spot enables the buyer to make his selections on the merits of each station—coverage, audience, cost, talent, program appeal, etc. The 'easy-to-buy', inflexible 'group buy' straight-jackets the buyer in much the same way as a 'network buy'. It may mean less paper work and fewer details, but what agency would sacrifice its clients' interests merely to save a little work? Though any rep can offer a 'group buy' of its stations—with one order and one bill—this easy way is not necessarily the best. For radio to provide full benefit to the advertiser, the timebuyer must have the greatest possible leeway in market and station selection. Only spot—true spot—affords this choice."



Frank E. Pellegrin, vice president, H-R Television, Inc., New York, says: "Congratulations are in order for ARB for taking a firm stand on area surveys. In the past, agencies and advertisers spent many a frustrating hour in trying to evaluate the accuracy of the area selected. Areas ranged from four to five 'select' counties to 125-mile radii. Many times the result included counties which in no way reflect an equitable basis of comparison among the stations in a market. The new ARB, by using an area which is the maximum potential of the market, will assure agencies that all stations are rated according to a 100% yardstick, and lighten the stress of making comparative area evaluations. This new ARB audience report will publish total station audience in-



stead of a metropolitan-only rating. By actually surveying the market's potential, rather than the city alone or an area not representative of the entire market, the agency can use this report without fear of bias. The difference in coverage between stations, the changes in tune-in and program choice from urban to rural will be clear, and media people will have more complete data upon which to buy."

Tv and radio NEWSMAKERS



Irving Waugh has been named general manager of WSM-TV, Nashville, Tenn. The announcement was made by John H. DeWitt, Jr., president of WSM, Inc., and follows last week's appointment of Robert Evans Cooper as director of WSM Radio. The two appointments signal the division of the radio and tv operations. Waugh, the new general manager for WSM-TV, has

been affiliated with the station for the last 16 years. His first radio job was as an actor on the *March of Time*, CBS. Waugh later went into announcing with WGII, Norfolk, Va.; WDBV, Roanoke, Va.; WLAC, Nashville; and joined WSM in 1941. He was Pacific correspondent for the station during the war. In 1948 he was made radio commercial manager and in 1950 assumed that title for the tv operation. Later he became executive assistant to the president.

Werner Michel has left Benton & Bowles where he produced *Edge of Night*, NBC TV daytime mystery drama, to join Reach, McClinton & Co. as radio-tv director. Charles Dallas Reach, chairman of the board, said the move marks "a significant increase in the agency's tv and radio activities, both network and spot. Werner Michel will be an important factor in reaching this goal."

Michel's is the second major appointment made by the agency recently. Last week Curtis Berrien joined Reach, McClinton as vice president and copy director. Berrien came from FCB, Chicago, where he had been a vice president. Michel's background includes: DuMont Television Network, CBS and K&E. At K&E he produced the *Ford Theatre* and as associate radio-tv director worked on the *Ed Sullivan Show* and created the Ford 50th Anniversary Show.



George C. Stevens has been named general sales manager of the Transcontinent Television Corp., according to an announcement made this week by David C. Moore, Transcontinent president. Stevens has resigned as sales director of WRCV, NBC's radio outlet in New York, to accept the new appointment. He will take up his new post on 5 August in Transcontinent's

executive headquarters in New York. Transcontinent currently owns and operates WROC-TV, Rochester, N. Y.; is a 50% participant in the ownership of WSVN-TV, Harrisonburg, Va. and recently concluded a merger agreement for the acquisition of WRG-AM&TV, Buffalo. Stevens has been connected with NBC for 12 years. He first joined the radio recording department in 1945, was later made comptroller of WRCV, then account executive and sales director.



Mag'net·ism

Dictionaries define it as "power to attract; power to gain the affections." AND KOA-RADIO HAS IT! The programming and personality magnetism that dominates the entire Western Market!

Cover·age — KOA RADIO reaches — and sells — 4 million Westerners in 12 states, PLUS the summer BONUS audience of over 12½ million tourists!

Ra'dio — means KOA RADIO — the only station you need to sell the entire Western Market!

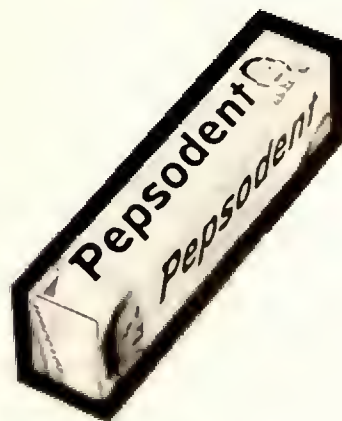
Call
KOA
Radio
Sales or
NBC Spot Sales



KOA
DENVER *Radio*

One of America's great radio stations
850 Kc • 50,000 WATTS 6.57

You're in
good company
on WGN-RADIO
Chicago



Top-drawer advertisers
are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

SPONSOR SPEAKS

The marketing process

We give station managers and reps who want to stimulate national spot business this word of advice: Become an ardent student of the marketing process.

The marketing process was always with us. But until recently broadcast sellers have only been dimly aware of its changing nature and vastly increasing importance.

Only in recent years has the industry, led by RAB, TvB and alert national reps, worked to break away from the claustrophobia that visualizes purchase of national spot as a direct line in which only the timebuyer and timeseller are involved.

But even as the industry has grown wiser (and learned more about the processes behind the important timebuying function) marketing changes are evolving. The broadcast seller should know the relationship between the product and his market. He should know the basic objective of the campaign, the competitive situation, the amount of money that can be invested in his market, the basic product strategy, and which people are involved in the buy. All of these, and much more, are part of the marketing process which the broadcaster and his rep must know.

Those funny commercials

We warned in a recent editorial that comedy commercials are tricky. Here are two which we think prove the point. To us they show that, despite their great impact when they are successful, the comedy commercial which doesn't come off backfires worse than most any other.

1. The recent Hoffman radio commercials. Seems to us that after the first clever copy about sarsaparilla not being happy, the remaining commercials have lost their fizz. Not surprising. Retelling the same basic joke over and over is bound to be difficult no matter how many twists you use.

2. The current Post cereals punch line. This is the one which goes "buy any cereal as long as it's Post's" or words to that effect. Straight out of Joe Miller's joke book. Pity of it is the production and jingle accompanying are tops. We wouldn't have remembered the punch line otherwise. The moral again: there's nothing funny about comedy commercials that misfire.



THIS WE FIGHT FOR: *Admen have learned how to sell everything but their role in society. The spate of anti-advertising novels and movies proves it. Advertising, especially the tv branch, needs a public relations program. And right now.*

10-SECOND SPOTS

Gift: In Morro Bay, Calif., six waitresses chipped together and surprised their boss with three 10-second television announcements on KEY-T advertising their restaurant, Cooky's Grill. *A tv commercial—for the boss who has everything.*

Educational tv: Prospectus for the Indiana University, WTTV, Bloomington, summer television correspondence course, Introduction to Typewriting, closes with this line: "A typewriter and a supply of 8½ x 11 typewriting paper are required." *That figures.*

Letter home: Hooper White, tv producer for Earle Ludgin in Chicago, who is off to Europe to supervise filming of some commercials, has worked out a cable for admen who want a few extra days in Paris to send back to their agency: "Rushes will follow. I won't."

Test patterns: Foster D. Snell Research, chemist-engineers of New York City, now offers the following for testing purposes: "artificially soiled fabrics," cotton, wool and nylon dirtied up with such components as motor oil and carbon black. *Get set for a new wave of cleaner-demonstration tv commercials.*

P.R. at work: A press photo of a broadcaster's party showing three femmes (left) and three broadcasters (right) bore crop lines disposing of the distaff side, while the caption copy attached began with this instruction: "NOTE: PLEASE CROP PICTURE WHERE MARKED!"

Bobby in Adland: Bobby, a four-year old dog who was recently left an estate of \$50,000 by his late mistress on the condition he have "the best food a dog can have," has now been given an executive position as honorary consultant by the Friskies Division of Carnation Co. at an annual salary of 5,000 Friskies Cubes. This salary will enable him to live from the interest of his estate without touching the principal. *He might even wind up with enough to buy himself an ad agency partnership.*

Splash: Miami tv commercials studio, Soundac Productions Inc., has added a swimming pool for the use of clients. *OK, let's plunge for an I.D.*



76,701 MORE TV HOMES

From PITTSBURGH to HARRISBURG

You get 76,701 more TV homes with WFBG-TV, Altoona, plus Pittsburgh—the best combination of stations in the area! Sign on to sign off, seven days a week, WFBG-TV delivers average ratings 30.1% greater than Johnstown; 71.4% more quarter-hour firsts. ARB Altoona Coverage Study, March 1956; ARB, November 1956.

Every day, more and more timebuyers and advertisers are discovering the fact that THE AUDIENCE BELONGS TO ALTOONA and Pittsburgh! Your Blair man will show you why smart timebuyers and advertisers are switching to ALTOONA.

ONLY BASIC CBS-TV STATION SERVING THE AREA



Channel 10
ABC-TV • NBC-TV

Represented by BLAIR-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBC-AM • FM • TV, Binghamton, N. Y. / WHGB-AM, Harrisburg, Pa.
WFBG-AM • TV, Altoona, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn. / WLBR-TV, Lebanon, Pa.
National Sales Office, 485 Lexington Avenue, New York 17, New York

THROUGHOUT NEW ENGLAND

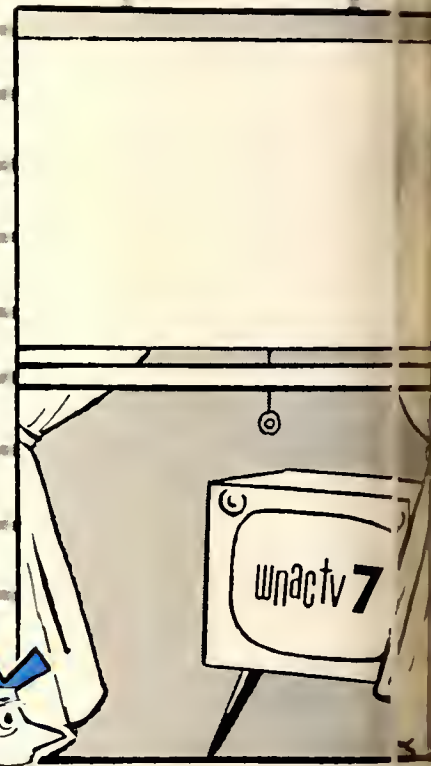
MORE PEOPLE

SPEND MORE TIME

WATCHING
wnactv CHANNEL **7**
BOSTON

THAN ANY OTHER

STATION



Operated by Yankee Network Division, RKO Teleradio Pictures, Inc.